

Malaysia

Truly Asia

A BIMONTHLY PUBLICATION OF TOURISM MALAYSIA

ISSN 0128-1348

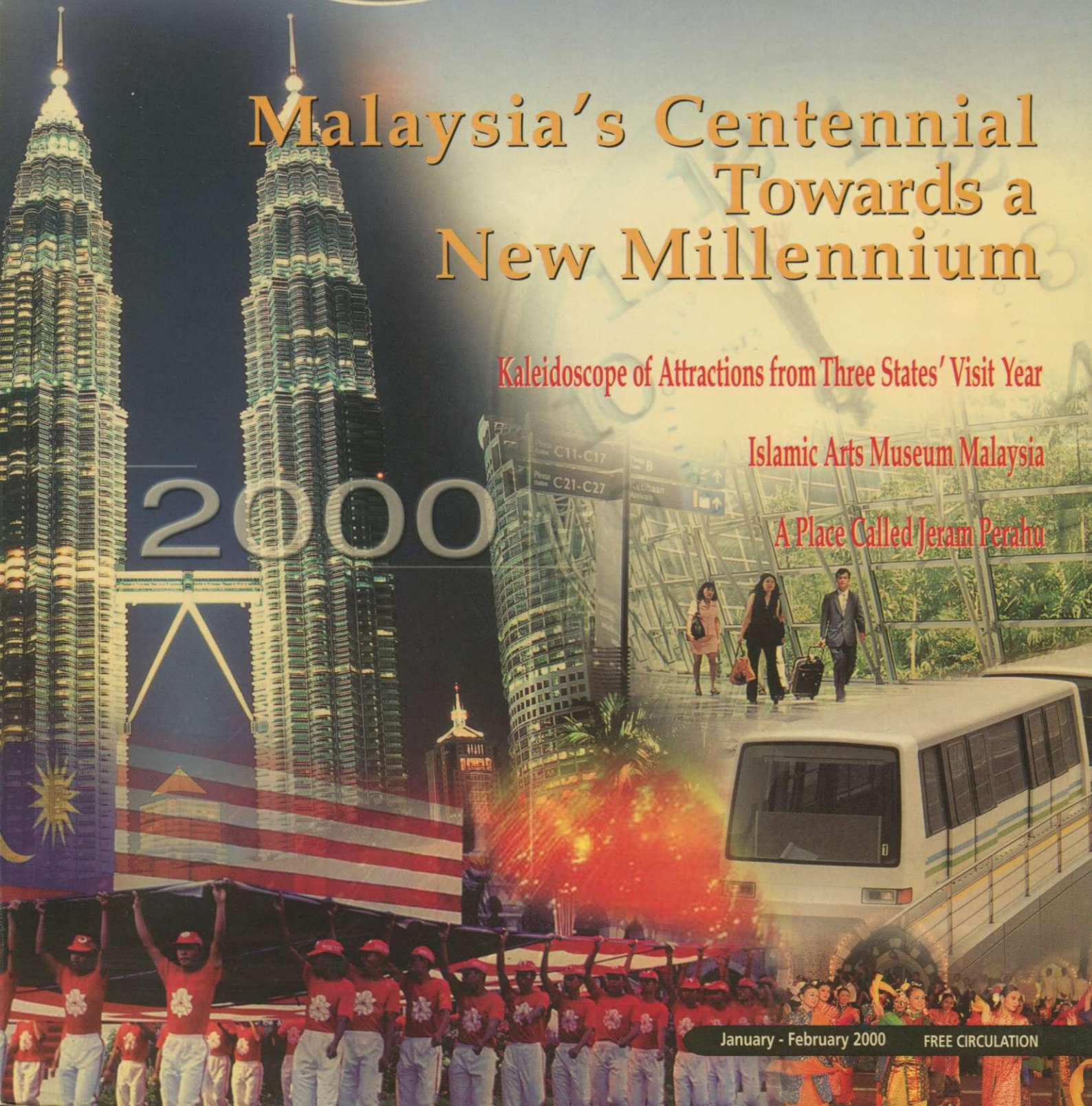
Malaysia's Centennial Towards a New Millennium

Kaleidoscope of Attractions from Three States' Visit Year

Islamic Arts Museum Malaysia

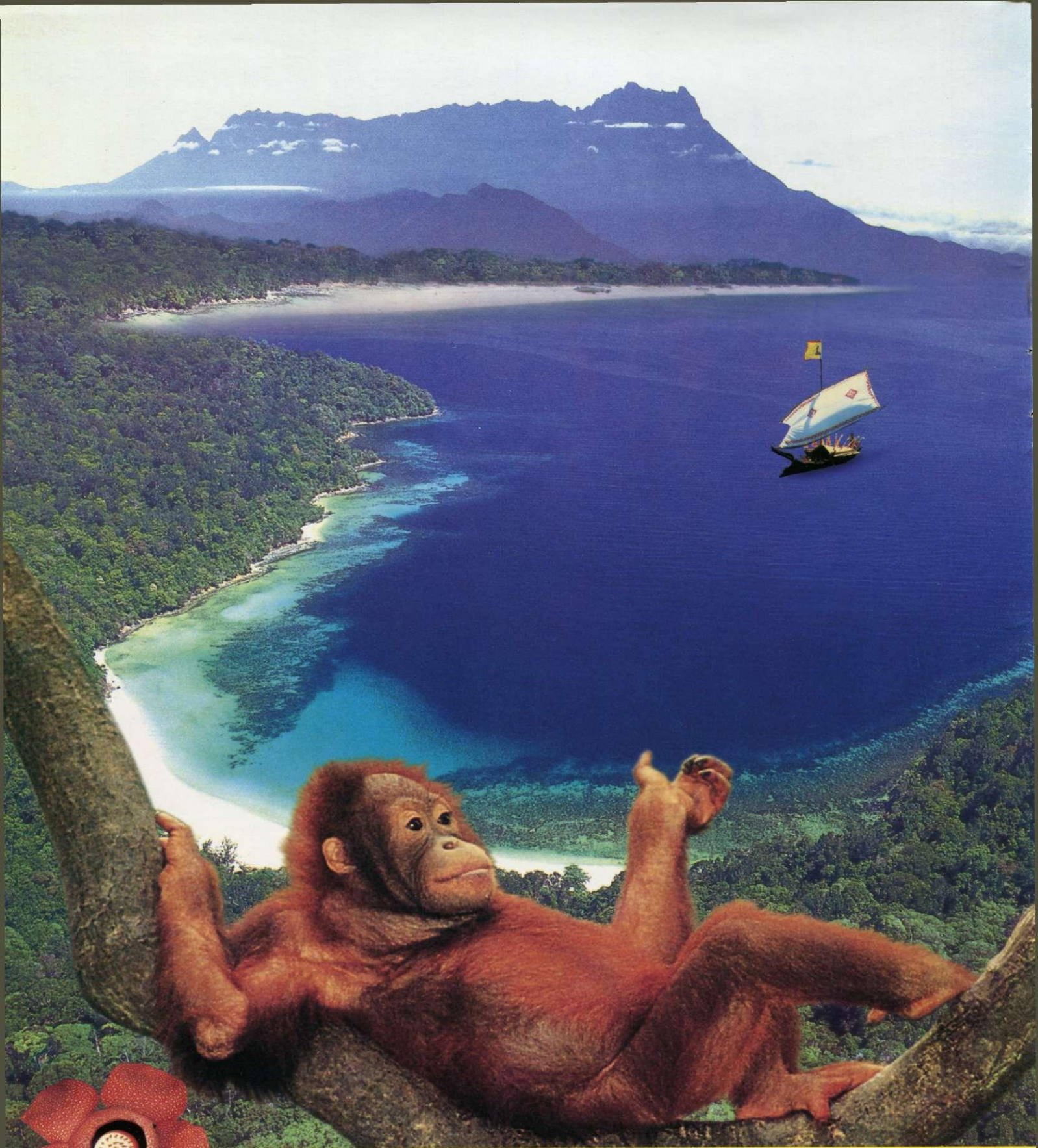
A Place Called Jeram Perahu

2000



January - February 2000

FREE CIRCULATION



Visit
SABAH
Malaysian Borneo

The New Millennium Nature Adventure Destination

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Malaysia

Truly Asia



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Tourism Malaysia Diary 2000

Feb 15 - 16

8th Asia Pacific Incentives & Meeting Expo (AIME) - Melbourne, Australia

Feb 21 - 26

India Outbound Road Show - New Delhi & Mumbai, India

Feb 23 - 27

Borse International Del Turismo - Milan, Italy

Mar 11 - 15

International Tourisme Borse - Berlin, Germany

Mar 22 - 25

Moscow International Travel Fair - Moscow, Russia

May 23 - 25

13th European Incentive and Business Travel & Meeting Exhibition (EIBTM) 2000 - Geneva, Switzerland

Jun 21 - 22

The Meetings & Incentive Travel (M & IT) Show - London, United Kingdom

editorial

As the Malaysian tourism industry embraces the 21st century and the challenges ahead, it stands poised to break new grounds and set new records.

We are forecasting 8.5 million tourist arrivals and tourism receipts of RM14.7 billion for the year 2000, far surpassing the targets of 6.5 million tourists and tourism earnings of RM12.9 billion set in the Seventh Malaysia Plan.

The basis for our revised figures stems partly from the dramatic rise in tourist arrivals for 1999, which is estimated at 8.1 million, up from 5.5 million tourist arrivals in 1998.

It goes to show that the recent strategic action plans adopted by Tourism Malaysia to position the country as the top-of-the-mind destination in Asia-Pacific and the rest of the world are bearing fruits.

For the new millennium, our new worldwide campaign with the tagline, Malaysia - Truly Asia, will showcase Malaysia as the melting pot of Asia. Indeed, the essence of Asia found in Malaysia and Malaysia alone will be our unique selling proposition.

As we enter into this new era, Tourism Malaysia will endeavour to further synergise its efforts with the private sector to achieve new milestones for the tourism industry and develop new holiday options that will offer the best value to local and foreign tourists when they holiday in Malaysia.

The government's recent move to declare the first and third Saturdays off for civil servants should provide a welcome boost for the promotion of domestic tourism and along the way create a culture for vacationing among Malaysians.

Abdullah Jonid

Director-General
Tourism Malaysia



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Malaysia

Truly Asia

To visit Malaysia is to visit Asia. Yes, Malaysia is Truly Asia and in one single destination, you will be able to experience not one but a diversity of Asian cultures, a phenomenon that we take pride in. From our people, to our food, sights, sounds and smell, Malaysia is indeed the melting pot of Asia.

As YB Datuk Abdul Kadir Hj Sheikh Fadzir, the Honourable Minister of Culture, Arts and Tourism, delightedly points out, the tropical paradise of Malaysia, strategically located at the showcase of the amalgam of three of Asia's oldest civilizations - the Malay civilization influence, the Chinese civilization with its Confucian values and the Indian Hindu civilization. Such geo-cultural mix has been made even more interesting by the assimilation of other cultures into the fabric of our society - the indigenous cultures of Sabah and Sarawak, as well as the influence of the British, Dutch, Portuguese, Thai and even Filipino.

On a poetic note, the Honourable Minister likens the amalgam of the various ethnic groups to the rivers of Malaysia, long and sultry, gracefully meandering to the tropical sea. Springing from altitudes high in the oldest rainforests in the world, the rivers of Malaysia are joined by tributaries that pour water crystal clear or of yellowish, earthy brown and even charcoal hues. And the water that eventually flows into the sea displays a unique, attractive colour that can only be derived from the blending of the various sources of water.

Like its fascinating life-sustaining rivers, Malaysia today is vibrant, dynamic multi-racial and multi-cultural, a heritage bestowed by all the ethnic groups that have come ashore over centuries past. To be in Malaysia today is to simultaneously experience the fascinating cultures of the Malays, Chinese, Indians, Kadazans, Ibans, Eurasians and other ethnic groups. Each distinct, yet all quintessentially Malaysian.



Bursting with colour, pulsating with life, enticing Malaysia offers an incomparable Asian feast for the senses. From flowers and attire of various styles in brilliant rainbow hues to the delightful mix of Asian tongues spoken by multi-lingual people, from the aroma of spices like cloves and pepper that lace the curry to the taste of crunchy Chinese stir-fry, you know you're savouring Asia when you're in Malaysia.

So to experience Asia, you don't have to travel over a whole continent. Come to Malaysia, and discover Asia in one enchanting destination. For we are Malaysia, truly Asia.



Take Local Holidays, Malaysians Told

Malaysians should adopt the culture of taking organised domestic holidays to enhance their quality of life and productivity. This was stated by the Minister of Culture, Arts and Tourism, YB Dato' Abdul Kadir Bin Hj Sheikh Fadzir when he launched the Domestic Tourism Campaign and Malaysia Fest '99 on 11 September 1999 at Stadium Putra in the Bukit Jalil National Sports Complex.



Dato' Abdul Kadir said the government aims to change the mindset of Malaysians to accept holidaying as a way of life through the Domestic Tourism Campaign which will be on till the year 2001.

Tourism was identified by the National Economic Action Council as one of the sectors which can contribute towards the nation's economic recovery. According to a domestic tourism study in 1998, the per capita expenditure of a local tourist was RM247.50 while the daily expenditure was RM85.37. A hotel survey conducted by Tourism Malaysia revealed that from January till June 1999, there were 5.2 million domestic tourists, adding up to a total of RM1.287 billion spent by domestic tourists. A culture of holidaying will also give rise to more competitive local tourism destinations and packages, added the Minister.

Among the highlights at the launch of the Domestic Tourism Campaign and Malaysia Fest '99 was a mass wedding featuring 20 couples from the country's various ethnic groups. They were blessed by Dato' Abdul Kadir.

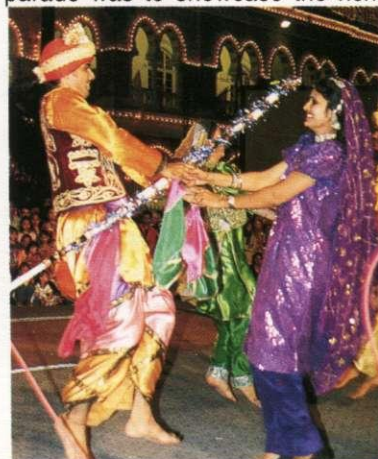
Citrawarna - Colours of Malaysia Parade



The *Citrawarna* (Colours of Malaysia Parade), held on 16 October 1999 in Kuala Lumpur, in conjunction with the auspicious occasion of the installation of Seri Paduka Baginda Yang Di-Pertuan Agong, the 11th King of Malaysia, drew some 10,000 people, including foreign visitors. A blend of cultures from the diverse multi-ethnic composition of the Malaysian population were displayed through traditional dances, songs and music, to the delight of the audience. The event also marked the launch of Tourism Malaysia's International Tourism Campaign and the tourism song entitled *Malaysia - Truly Asia*.

The objective of the parade was to showcase the rich cultures of the peoples of Malaysia whose ancestors came from far and near, like China and India, bringing with them their unique heritages that soon evolved into a fascinating Malaysian society.

Citrawarna evolved out of the popular Malaysia Fest, a major tourism event which enables tourists to experience the diversity of Malaysian states' culture, crafts and cuisine in Kuala Lumpur. *Citrawarna* will be celebrated in all states at the same time from the year 2000.



IT & CMA '99



The 7th Incentive Travel & Conventions, Meetings Asia (IT & CMA) held at the Malaysia International Exhibition & Showroom, The Mines Resort City, Kuala Lumpur from 26 - 28 October 1999, ended on a positive note with many buyers and sellers expressing satisfaction on the good mix of seminar and exhibition components. Tourism Malaysia's booth housed 36 tourism-related organisations including hoteliers, tour agencies, theme park operators and state tourism bodies. It enabled them to establish contacts with quality buyers from countries around the world.

One of the highlights of the event was the 1999 IMA Awards during the opening ceremony in which awards were presented to six destinations and tourism properties by the Minister of Culture, Arts and Tourism, YB Dato' Abdul Kadir Bin Hj Sheikh Fadzir. The Awards were presented to:

- Asian Overland Services, Malaysia (The Best Destination Marketing Company)
- Grand Hyatt, Bali (The Best Meeting and Convention Hotel)
- Singapore Zoological Gardens (The Best Theme Attraction)
- Hong Kong Convention and Exhibition (The Best Convention and Exhibition Centre)
- The Best MICE Destination (Singapore)
- The Most Ecologically-Conscious Asian Destination (a new category this year) (Malaysia).

IT & CMA was jointly organised by Tourism Malaysia, Malaysia Airlines and Miller Freeman. It is Asia's only exhibition and conference event targetted at the MICE industry and has the largest number of Asian incentive & meetings suppliers under one roof, compared to other travel exhibitions in the world.



Trade Ties at TAFI '99

About 350 people, made up of travel agents, tour operators, airlines, travel service providers, speakers, key media personnel and others, attended the Travel Agents Federation of India (TAFI)'99 Annual Convention held at the Palace of the Golden Horses, Kuala Lumpur from 27-30 August 1999. TAFI was held in Kuala Lumpur to provide members a wider purview of events affecting the travel industry, and also to enable members to exchange ideas form ties with their counterparts here.

The delegation from India, led by Mr Yatti Dossa, the President of TAFI, was met on arrival at the Kuala Lumpur International Airport on 25 August 1999 by the Deputy Minister of Culture, Arts and Tourism, Y.B. Dato' Teng Gaik Kwan.

The Convention which was themed 'Travel-People Make The Difference' was officiated by the Minister of Culture, Arts and Tourism, YB Dato' Abdul Kadir Bin Hj Sheikh Fadzir on 28 August. On 28 and



29 August, two sessions of buyer-seller meets were organised. These created opportunities for the travel trade from both countries to showcase the various tourism between each other.

Opportunities in the Orient

The former Deputy Minister of Culture, Arts and Tourism, Dato' Teng Gaik Kwan led a trade delegation to Hong Kong to participate in the first ever International Tourism Asia (ITA) '99 held from September 1-3.

ITA, modelled after ITB Berlin, attracted international travel trade product sellers and buyers from all over the Asia Pacific region as well as the west coast of North America.

Tourism Malaysia's pavilion showcased the attractions of the Shopping Carnival, Petronas Malaysia Grand Prix, the World Cup of Golf as well as the country's cultural attributes.

Malaysia's participation in the event provided a platform for officials from the State Tourism Organisations, hoteliers, travel agencies and a theme park operator to conduct business and secure



contracts. A range of travel products and services, including airlines, destination promoters, retail travel operators, national and regional tourism organisations and associations were represented as ITA.

Following ITA '99, the same trade delegation left on a Sales Mission to China on 4 September to meet and discuss with their Chinese counterparts on developing new business opportunities. Guangzhou, Shanghai, Dalian and Beijing were selected for the sales mission which ended on 15 September. Tourism Malaysia provided the latest on tourism and product development in Malaysia, including updating the Chinese travel trade and media on our immigration procedures, while MTCA and Malaysian Association of Hoteliers updated them with tour packages tailored for the Chinese travellers. The Travel Trade Seminar, Travel Mart, Press Conference, a VIP Goodwill Dinner, and courtesy calls to prominent personnel all held at various times during the mission proved fruitful indeed.

Twenty American photographers were in Malaysia from 11 September 1999 for a week-long photo-shoot covering Kuala Lumpur, Cameron Highlands and Kuching. Tourism Malaysia's assistant photographer, Mr R.Thavarajan participated in the programme, followed by senior photographer, Mr Chang Heng Yin who attended the seminar on 18 September.

A joint project between Tourism Malaysia and American Photo, a leading photo magazine in US, and co-sponsored by JW Marriot and Hilton Hotels, Malaysia is the first destination in Asia under the American Photo Mentor Series.

Participants in this series travel to exotic and diverse locations and hone their skills under professional guidance from mentors. For pictures and images from the Malaysian trek, the website is <http://www.mentorseries.com>.

Photo SHOOT



FAM Trip for Canadian Media

Nine media personnel from Canada, a representative each from MAS Toronto, a PR agency for MAS Myanmar and the vice-president of Tourism Malaysia Vancouver were hosted on a Media Familiarisation Trip to Malaysia from 27 September - 9 October 1999

The group visited Kuala Lumpur and East Coast. Their itineraries in Kuala Lumpur included the Sultan Abdul Samad Building, Heritage Trails, Theatre Performance at the Actors' Studio, visiting the site of the 1999 World Cup Golf at The Mines Resort, Rudinara traditional house and Selangor Pewter.

In Kota Bharu, Kelantan, the group was taken to view songket weaving, batek painting, silvercraft, woodcarving and kite-making. They also visited the cultural centre, the Aryani and fishing village at Redang Island, Terengganu.



LOVING LABUAN



Twenty-five tourists from Saga Holidays arrived in Labuan on 7 September 1999, to begin a package tour of the island, off Sabah. Saga Holidays, a UK-based company, offering tours to the Far East, including Malaysia, has started a new 'star value' all-inclusive programme to Labuan. The Labuan package for 12 nights or 19 nights, costs approximately £789 (approximately RM5,000) and includes tours to Pulau Papan, market, Malay village, school and mosque.

On hand to welcome the tourists and Mr Peter Carr, Saga Holidays' Director for Long Haul, were Tourism Malaysia officers from the Labuan office. Saga Holidays has targeted to send 1000 clients to Labuan by June 2000. An average of 8000 clients are sent by the company to Malaysia. The ground handler in Malaysia for Saga Holidays is Wildlife Expeditions.



The International Meetings Association

The Millennium Leaders Summit 2000

A top-level conference for senior executives in the international meetings industry will be held in Malaysia in June 2000.

The *Millennium Leaders Summit 2000* will focus on future challenges for the industry and on improving the status of meetings within the whole spectrum of international tourism. These market segments are valued highly by venues and suppliers who accommodate and serve them.

The summit is being organised by the 13 association members of the Joint Meetings Industry Council (JMIG) and will be chaired by JMIG's Chairperson, Mr Vito Marzo.

A maximum of 150 people, including selected governmental officials and international press, will be invited to attend the Summit which will take place from 15-18 June 2000 at the Palace of the Golden Horses Kuala Lumpur.

Mr Tan Hun Teong, ICCA (International Congress & Convention Association) Malaysian Committee Chairman, who

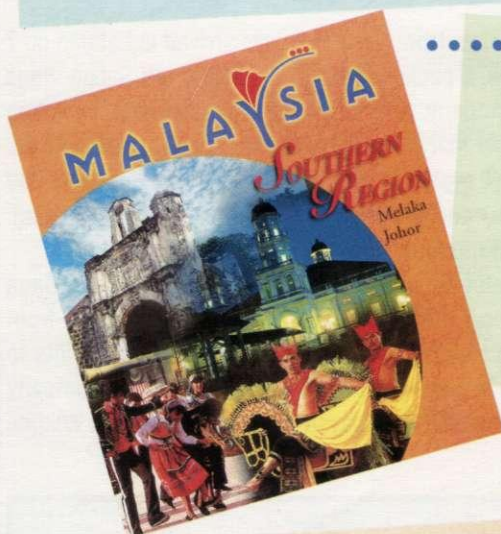
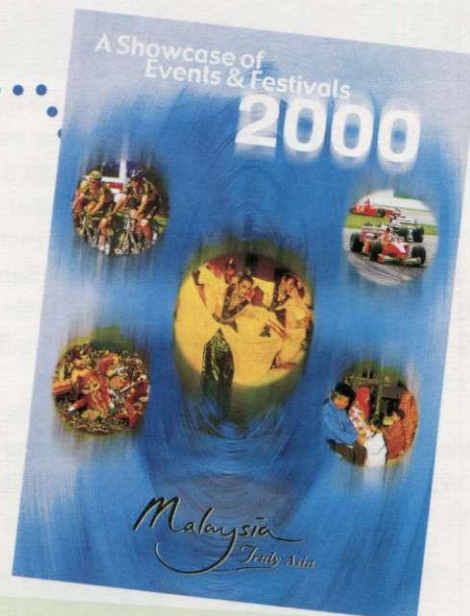
was responsible for putting up the bid to bring the Summit to Kuala Lumpur, says conference of such a nature is valuable in terms of its high input content and the resulting deliberations. 'Moreover, we have the opportunity to showcase our convention products to the delegates during their stay in Malaysia,' he adds. Malaysia has won the bid from a total of 14 competing cities to host this inaugural meeting for the international meetings industry.

For more information contact:
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50480 Kuala Lumpur
Tel : 03-292-3343
Fax : 03-293-5845
E-Mail: icca@tourism.gov.my

Malaysia is truly Asia! Discover the many wonderful facets that makes it so in several exciting events formulated for tourists in year 2000. From January to December 2000, there are events inspired by nature, sports, cultures, religion and patriotism.

To help you make up your mind before planning your holidays, get the colourful brochure entitled **A Showcase of Events & Festivals 2000**.

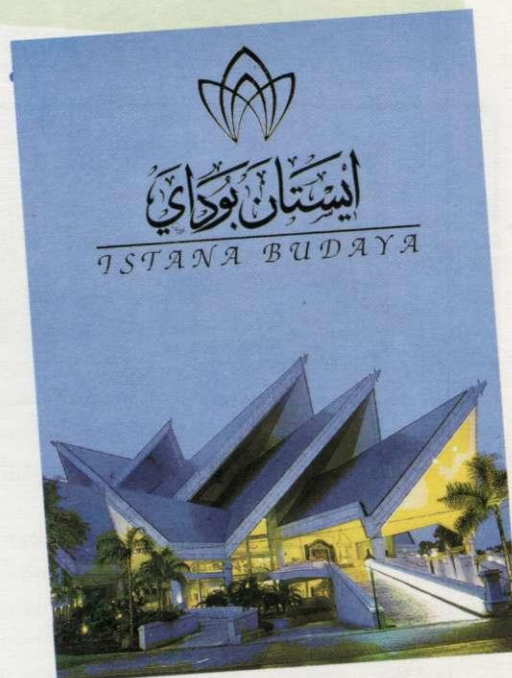
Among the events featured for the year 2000 are Le Tour de Langkawi- the exiting bicycle race (modelled after the world renowned *Tour de France*) in January, Melaka Historic Celebration (a day that captures the centuries-old history of Melaka through cultural shows, dances and songs) in April, Citrawarna Colours of Malaysia 2000 (a month-long cultural celebration) in May/June, Malaysia Agriculture, Horticulture & Agrotourism Show (MAHA) 2000 (agriculture-related activities, exhibition, seminars, competitions and products) in July/August, and the Formula 1 Petronas Malaysian Grand Prix in October.



Melaka and Johor are two interesting Southern states in the Peninsular of Malaysia. This new brochure, **MALAYSIA - Southern Region : Melaka & Johor**, one of a series of five, provides a glimpse of what the region has to offer. Included in this 28-page booklet are a map of Malaysia, overview of the Southern region, the state of Melaka, the state of Johor, maps of the two states, and a list of hotels and apartments in the two states.

Each region is accompanied by road maps, places of interests, activities to do, special events and entertainment.

Istana Budaya (or the Palace of Culture) is Malaysia's new stylish opera house located in Kuala Lumpur. Visitors who wish to know more about the opera house should get a copy of the brochure entitled **ISTANA BUDAYA**. The brochure has comprehensive information on the history of the theatre scene in Malaysia, auditorium, the design, architecture and also the transportation available to the opera house. A list of useful addresses and telephone contacts are given at the back of the brochure.



Coming to Malaysia soon? Then get hold of the latest **ACCOMMODATION GUIDE 2000** brochure from the nearest Tourism Malaysia office. The brochure comprises a Map of Malaysia and various categories of accommodation ranging from 2 stars to 5 stars, in the states of Malaysia. Symbols such as internet facilities, swimming pool, tennis court, squash court, health spa, restaurant, entertainment outlets, golf course, business centre, IDD telephone, video conference facilities, etc are given to denote facilities and services offered at the hotels.

Objectives of Malaysia Truly Asia

- to create awareness and promote Malaysia as an attractive tourist destination, domestically and internationally;
- to inform both local and foreign travel trade operations on activities and development of the Malaysian tourism industry;
- to act as a vehicle to channel Tourism Malaysia's policies, marketing programmes and promotional activities; and
- to serve as an official information outlet for Malaysia's private sector tourism and tourism-related industries on their latest promotions, activities, facilities and development.

Circulation

Frequency : Bi-monthly
Circulation : 25,000 copies worldwide
Targetted market : Travel trade operators

Malaysia Truly Asia

Malaysia Truly Asia
A BIODIVERSITY PUBLICATION OF TOURISM MALAYSIA

Malaysia's Centennial Towards a New Millennium

Kaleidoscope of Attractions from Three States' Visit Year

Islamic Arts Museum Malaysia

A Place Called Jeram Dendam

2000

Formely known as Malaysia Tourism, *Malaysia - Truly Asia* is the official magazine of Tourism Malaysia. Undoubtedly the widest read and circulated magazine worldwide, keeping the overseas and local travel trade constantly abreast of the latest tourism related developments and new products in Malaysia. *Malaysia - Truly Asia* is an invaluable marketing tool for generating an ideal and most cost effective advertising mileage for the tourism industry.

TERM AND CONDITIONS

Booking Deadline : Six weeks before publication date
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Material Requirements
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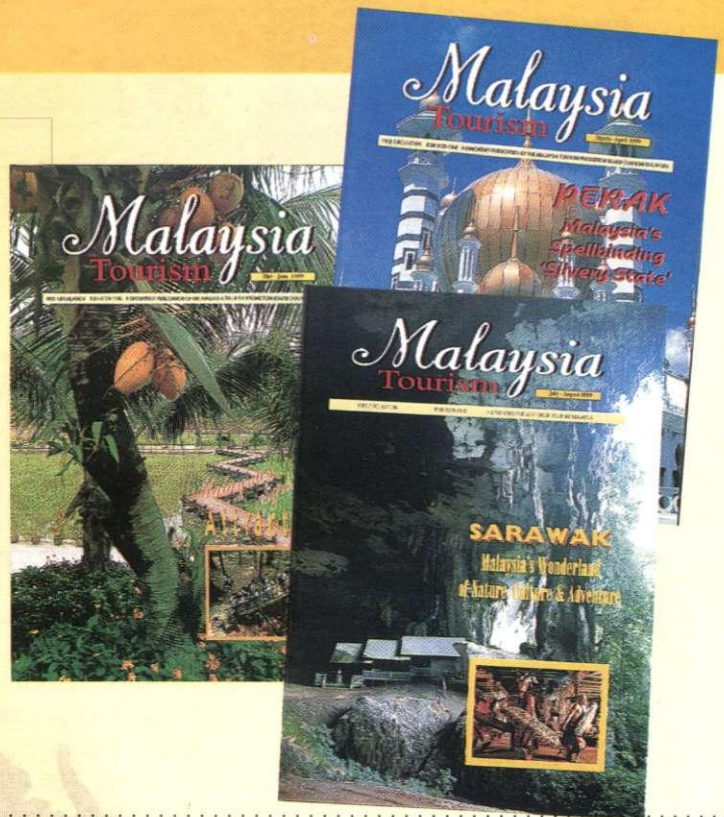
ADVERTISING RATE

Effective January 2000

	RM
Outside Back Cover*	8,800
Inside Front Cover*	6,800
Inside Back Cover*	6,800
Advertisement + advertorial coverage	4,800
Centre Spread	9,800
Run-on-Advertisement	2,800

Discount Allowed	
3 issues	10%
6 issues	20%

* Advertorial coverage of 2 pages



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FOREST TRAIL IN THE CITY

1 To the visitor passing through Kuala Lumpur, the city may appear to be riding on a wave of heady growth of gleaming towers, but surprises are plenty in store for the city's visitors. Right beside one of the world's fourth tallest telecommunications towers lies a virgin tropical rainforest - as natural as nature had first created it, billions of years ago! With the city traffic whizzing around the lush 10.5 hectare rainforest, the Bukit Nanas Recreational Forest Park offers a quiet, refreshing retreat for city folk.

Visitors can now trek through the forest and experience the natural wonders of a Lowland Forest Dipterocarp. Forest trails are marked and there are stone pavements for an easy walk. One trail takes 25 minutes from the entrance at the Pedestrian Mall near the tower, Menara Kuala Lumpur. It leads to *Galeri Produk Kayu Malaysia*, Jalan Ampang, just opposite the Dang Wangi Light Rail Transit Station. The other trail, takes only 15 minutes from the Pedestrian Mall and leads to the Forest Information Centre at Jalan Raja Chulan.

While animals are not found in the forest, birdlife, small wildlife and insects make up for an interesting walk. Trees are marked with information on the species, and there are some picnic areas for family outings and also facilities for recreation.

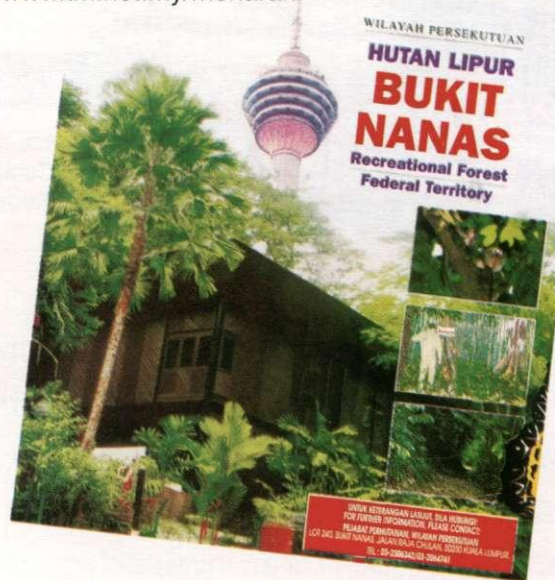
The opening hours are from 8am-6pm. Entrance is free. The walkway to the Bukit Nanas Recreational Forest Park was officially opened by the Mayor of Kuala Lumpur, YBhg Tan Sri Kamaruzzaman Shariff.

Enquiries:

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e-mail: www.tm.net.my/menarakl



THE REGION'S BIGGEST CROSS-CULTURAL SHOPPING CENTRE
AT THE WORLD'S TALLEST BUILDING

Aseana, a new Galleria of 10 concept stores is a 'must-see' touristic attraction for visitors in Kuala Lumpur. Based at the ground level of the Petronas Twin Towers, the tallest building in the world, the store is located in the passageway of the Mandarin Oriental Kuala Lumpur and the Suria KLCC, along Jalan Ampang in the Malaysian capital of Kuala Lumpur.

The 10 stores covering a space of 15,000 sq ft and offer crafts, collectibles and fashion from the Asean countries - Malaysia, Myanmar, Thailand, Vietnam, Cambodia, Indonesia, Brunei, Laos, Singapore, the Philippines. They display some of the exotic products of this part of the world. Among the products are gifts, furniture, homewares, objets d' arts, jewellery, fashion, antiques, reproductions and collectibles. Made in Malaysia goods include Malaysian handicrafts, gifts, souvenirs, silverware, wicker, bamboo work, mengkuang(screwpine) purses, potpourri, batik, songket (gold embroidered cloth), basketware, the Langkawi Crystal Collection, scented candles, art, books and fine stationery. Look out, too, for Bornean crafts - beaded basketware, urns, aboriginal carvings, Martaban jars, bark, rattan mats,

figurines, carved doors and masks. Another unique line are the treasures from the Peranakan past (Malay/Chinese integrated culture) such as porcelain, beadwork, mirrors and silverware.

Visitors to this modern Eastern bazaar can also have a selection of Malaysian and Asean dishes at its Cafe Aseana in the ambience of alfresco setting.

Traditional dances have been planned as part of Aseana's weekly outdoor activities, and a weekend art and craft market to bring home the flavour of Malaysia.

Aseana is conveniently situated within a public transportation system which is served by buses, taxis and the LRT (Light Rail Transit) linkages. Enquiries: Tel: 03-456-8820 Fax: 03-456-8835



3

BROWSE AROUND IN BB PARK

Looking for something to do in the evening whilst in Kuala Lumpur? Then, take a stroll down to Bukit Bintang (BB), where between Low Yat Plaza, Capitol Hotel and Federal Hotel lies the BB Park. The BB Park is a recreation of the old BB Park. The new Park offers cultural entertainment of the Malays, Indian, Chinese, the three main ethnic groups in Malaysia. Cultural shows from all the 13 states of Malaysia are held six nights a week, and Balle Balle, a Malaysian traditional musical group perform on Monday, Wednesday, Friday and Sunday nights. On Tuesdays and Thursdays,



dancers from other groups perform Malaysian traditional dances. Chinese stage performances are held on Saturdays. Look out, too, for strolling musicians to entertain you.

The BB Park houses 23 food stalls offering local fare, hawker food and seafood dishes.

There is also a handicraft village where one may be able to pick up all kinds of items like batikwear, woodcraft, silverware, brassware, wickerware and beadwork.

BB Park is the development of the Low Yat Group to provide tourists a place similar to the cultural centre in Central Market, Kuala Lumpur. It was launched in September by the Culture, Arts and Tourism Minister, YB Dato' Abdul Kadir Sheikh Fadzir.



PICTURE PERFECT

4

Looking for images of Malaysia on transparencies or videos? Tourism Malaysia's Photography Unit offers a wide range of beautiful slides taken in various locations throughout the country. Among the categories are Games & Pastimes, Sporting Events, Cottage Industries, Festival, Dances, People, Flora & Fauna, Foods, Fruits, Shopping and Interesting Places from all the Malaysian states. Each 35mm transparency costs RM30.00.



Also available are two videos themed 'Malaysia - A Shoppers Paradise & Theme Park Wonderland', and 'Malaysia - Adventures with Nature'. 'Malaysia Shoppers Paradise & Theme Park Wonderland', produced in 1998, runs for 13 minutes and is available in English, Mandarin, Thai, Bahasa Melayu, and Arabic.

'Malaysia - Adventures with Nature', produced in 1997, runs for 12 minutes and is available in English and Bahasa Melayu. In VHS format, or in VCD, each video is sold at RM35.00. Additionally, the video can be rented at RM35.00 for a period of one month.

For more information:

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NOSS AND THE HOSPITALITY INDUSTRY



In every industry, the competency of employees in normal work activities is seen as a basic requirement for effective performances. Key competency cuts across all sectors of an industry and includes skills, knowledge, a range of communication and personal presentation techniques. With the emphasis being on the development of skills and knowledge needed for businesses to be world competitive into the next century, comes training and training providers.

In the market-hungry global tourism arena, the development of the workforce's skills and knowledge provides an edge over competitors, and this is even more so in tourism, which depends, not only on the touristic attributes of a country but also a great deal on skills and personal presentation of the employees in the hospitality industry. All countries have their respective unique selling points, says Mr Pang Chau Leong, Director (Certification) of the National Vocational Training Council (NVTC) at the Ministry of Human Resources in Kuala Lumpur. 'In fact, in this part of the region, many of the countries do have similar touristic appeal - the culture, the innate hospitality of the people's, physical attributes like beaches and islands and so on. But what provides the 'plus factor' today would be the nation's people - a competent, knowledgeable and highly skilled workforce,' he adds.

It is in response to these challenges that the National Vocational Training Council developed the National Occupational Skill Standard (NOSS). It started as a response to labour-force problems faced by employees during a fast-changing environment from an agrarian to an industrialised country. The rapid economic and industrial development focused attention on the importance of human resource development.

'NOSS is a standard of competency required of a skilled worker employed for a particular skilled occupation, not just in tourism, but in several other areas. It is developed by the National Vocational Training Council,' explains En Mohd Rashid B. Buyong Hamzah, NVTC's Director of Curriculum. 'NOSS' objective is to help build industry professionalism in skill trades such as construction, electronics, maritime, automotive and tourism. Currently, there are thirty-five occupational areas that have been listed for NOSS development, and in the hospitality industry, there are three categories, namely Tourism & Trade, Hotel, and Theme Park,' says En Rashid.

'NOSS for workers in the tourism industry, was actually started in 1994, in response to the booming tourism industry, following Visit Malaysia Year in 1990 and 1994. The Ministry of Culture, Arts and Tourism suggested to us that we come up with some kind of standards to develop the skills of the workers. And so, NTVC began incorporating certain occupations for NOSS. This was done in collaboration with the Ministry and industries such as the associations and operators themselves,' explained En Rashid.

Continues Pang, "In the beginning since there was no benchmark to gauge the level of competency of those who had fulfilled NOSS requirements, there was not much enthusiasm amongst employers, but today, hotels are more cooperative in supporting NOSS, particularly when they realise a trained employee is better geared at meeting the actual needs of the hospitality industry, and improves productivity."

Tourism itself is a vast industry, encompassing a vast range of areas requiring different skills, continued Pang. 'Within the Tourism & Travel category, for example, there are 30 different jobs that are listed for NOSS. In the Hotel category, there are 29, and Theme Park, 8. "Personnel employed at a theme park, for example, would be better equipped to help prevent any untoward accidents, if they had undergone NOSS training, as it would have identified training needs of personnel working in theme parks," adds Pang.

NOSS is established for 5 levels of competency which gives a worker, say, for example, a youth in the hotel's kitchen an upwardly mobile structured career path so that he can



end up with qualifications for an F&B manager of a hotel.

NOSS's levels are interlinked with the National System of Certification. In other words, a worker who has achieved the Level 1 skills requirement will be awarded with the Malaysian National Skill Certificate for Level 1 and so on. See inset box.

Level 1 is Operation and Production Level (Malaysian Skill Certificate) Competency in performing a range of varied work activities, most of which are routine and predictable.

Level 2 is Operation and Production Level (Malaysian Skill Certificate). Competency in performing a significant range of varied work activities, performed in a variety of context. Some of the activities are non-routine and required individual responsibility and autonomy.

Level 3 is Supervisory Level (Malaysian Skill Certificate): Competency in performing a broad range of varied work activities, performed in a variety of context, most of which are complex and non-routine. There is considerable responsibility and autonomy and control of guidance of others is often required.

Level 4 is Supervisory Level (Diploma/Diploma Technology): Competency in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.

Level 5 is Management Level (Diploma/Advance Diploma Technology): Competency in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources feature strongly, as do personal accountabilities for analysis and diagnosis, design, planning, execution and evaluation.

The benefits of the Malaysian National Skill Certification are many. It provides, among others, an attractive career development path for workers, and promotes lifelong learning for the skilled workforce in the country, thus producing better qualified skilled workers for Malaysia.

The Malaysian National Skill Certification is accessible to trainees and skilled workers alike through a wider network of assessment centres. "This is because training establishments like, for example, like Malaysian Association of Travel and Trade Agency School of Training, and even workplaces can be accepted as Accredited Centres. The Accreditation Approach in National Skill Certification by the National Vocational Training Council helps meet the needs of today's

workplace by any organisation, be it a training centre or even workplaces, which fulfills the necessary requirements may apply to NVTC to be recognised as an Accredited Centre," says Pang.

Accreditation is given to an Accredited Centre for a period of 3 to 5 years, after which the establishment can re-apply for accreditation. In seeking accreditation from NVTC, an organisation should identify and ascertain the skill job area. It should also study the relevant NOSS in order to ascertain its ability to undertake training.

"The Accreditation System adopts a stringent procedure of quality control in which three levels of key personnel are involved. These are assessors, internal verifiers and external verifiers. The assessors and internal verifiers are appointed by the Accredited Centres. These personnel would have been trainers or officers who have been accredited by the NVTC



through special induction courses. The external verifiers, however, are officials appointed by the NVTC. They make four visits to an Accredited Centre, during which they assess whether the Centre has met all the necessary requirements," explains Pang.

The Accreditation Approach in Malaysian National Skill Certification began in 1993. From just 20 accredited training programmes, the NVTC, till December 1997, oversees 1211 accredited programmes.

"The tourism industry worldwide is changing at a tremendous rate. As the industry grows, so must training, no longer solely in classrooms, but in the workplace, be made available. NOSS takes account of this on-the-job training. It all helps to build industry professionalism required in the internationally competitive tourism market. Tourism was identified by the National Economic Action Committee (NEAC), during last year's economic slowdown, as an industry that would be capable of generating substantial revenue to help the country's economic recovery. Human resources, skilled, qualified, and enthusiastic, then, would be largely instrumental in the achievement of a dynamic thriving tourism industry in Malaysia," concludes Pang. - Leela Govindasamy

Next Issue: Views and feedback from the tourism-trade on NOSS and Accreditation Approach in the Malaysian National Skill Certification.

Malaysia's Centennial Towards a New Millennium

The new millennium is an exciting era for Malaysia. It marks a century of significant progress that every Malaysian can be proud of. In conjunction with the spirit of Malaysia Boleh, (Malaysia Can), the country showcases its diverse attractions along with past achievements in a two-year millennial celebration of fun, festivity and exciting programmes.

The objective of the celebration, largely aimed at instilling love for the nation among its people, is also designed to create world interest towards Malaysia's achievements, thus seeking to attract a targeted figure of 8.5 million foreign tourists and meet the tourism revenue of about RM15.7 billion.

Themed 'Malaysia's Centennial Towards a New Millennium', the two-year celebration, which was launched by the Malaysian Prime Minister Datuk Seri Dr Mahathir Mohamad at the National Stadium in Bukit Jalil National Sports Complex (site of the 1998 Commonwealth Games) on 30 August 1999, will go on till 31 August 2001.

The launch itself was spectacular. More than 100,000 people packed the stadium to witness it, a colourful affair with modern songs by local pop groups, traditional performances by multi-ethnic cultural groups, and messages from leaders of the different Malaysian states via video-conferencing. The highlight of the launch was the insertion of a time chip by Dr Mahathir with a message that will be unveiled

The best things in Malaysia are

happening in the new millennium for tourists .

There are hundreds of exciting events - arts, culture, nature, shopping, sports, adventure, entertainment, religious, and patriotism - to be

held in attractive locations throughout Malaysia

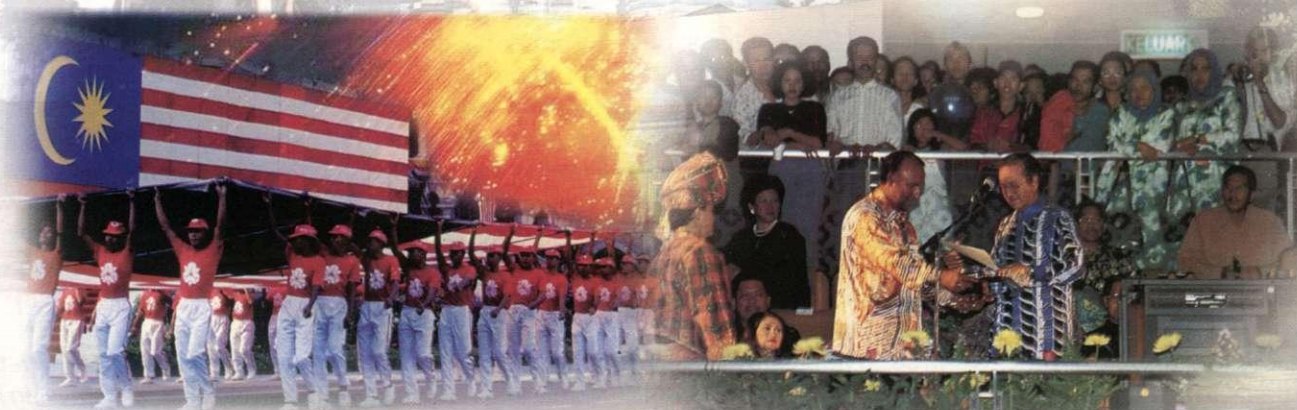
for not just a year ... but two! Find the events

most suited to your interest and head towards your

nearest travel agent to discover a facet of Malaysia

you've not known before!

100 years later. At the stroke of midnight, bursts of colourful fireworks lit up the sky, as shouts of Merdeka rang out through the warm tropical night to commemorate the 42nd year of Malaysia's independence from the British. The auspicious occasion was simultaneously celebrated in various Malaysian cities with musical performances, parades and speeches by state leaders, setting the stage for non-stop two-year celebration.



A good place to begin for visitors is the National Museum in Kuala Lumpur, the principal museum in the country which documents Malaysia's history, political development, culture, economy as well as the arts, flora and fauna within its various galleries.

A hundred years ago Malaysia was an agrarian country with its capital Kuala Lumpur, a muddy confluence that began in the late 1800s, as tin-miners' shanty town. Elsewhere in the peninsula, rubber, and in later years, manufacturing formed the main components of Malaysia's economy, along with palm oil, timber, pepper, petroleum and tourism as major revenue earners.

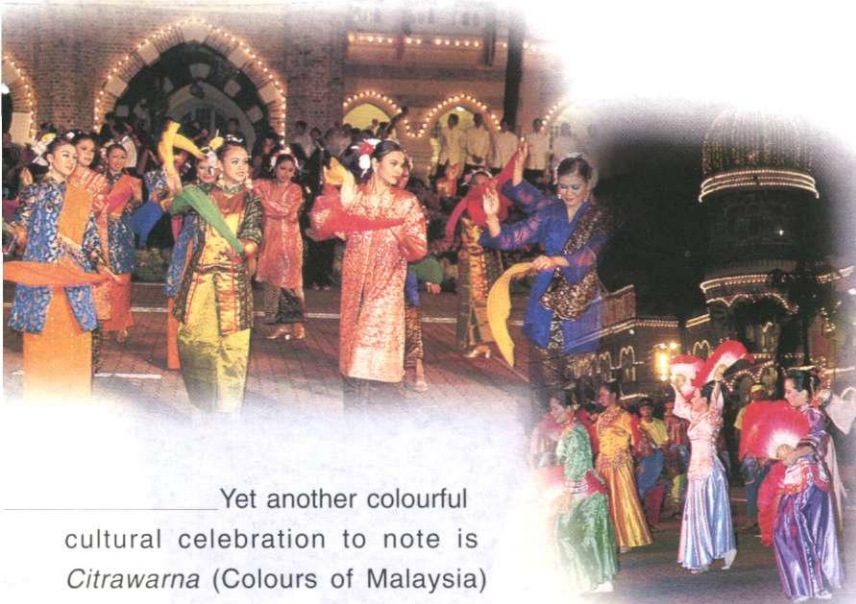
Today, the heydays of KL's tin trade are over, and rubber has become a sunset industry. However, the country forges ahead in its fast paced development in information technology, commerce, manufacturing, economic growth, sports and leisure industry. Two new intelligent cities, Putrajaya and Cyberjaya situated in Multimedia Super Corridor (MSC) help to accelerate Malaysia's entry into the Information Age, and through it, bring about an integrated environment with their attributes necessary to create the perfect global multimedia climate.

The MSC, a 'corridor', 15 kilometres wide and 50 kilometres long, starts from the Kuala Lumpur City Centre (KLCC), itself an intelligent precinct, which houses the world's tallest building the Petronas Twin Towers - down south to the site of the region's largest international airport, the KL International Airport (KLIA). It is poised to deliver a number of sophisticated investment, business, R&D and lifestyle options.

The pride of Malaysians is best captured in the National Day celebrations which falls on 31 August. A unique nation where the three major races, Malays, Chinese and Indians as well as several ethnic groups and indigenous people live in peace and harmony, its unity in diversity is reflected on this day as its people rejoice in a joyous mood throughout the country. Parades, exhibitions, stage shows and recreational activities are held, with maximum festive atmosphere in Kuala Lumpur's Merdeka Square.

Towns and cities take on a colourful cheery atmosphere as all sizes of the '*Jalur Gemilang*' (Malaysian Flag), flutter gaily at office buildings, homes, streets and even vehicles.





Yet another colourful cultural celebration to note is *Citrawarna* (Colours of Malaysia) Parade from 27 May - 26 June. *Citrawarna* evolved out of the popular Malaysia Fest, a major tourism event which enabled tourists to experience the diversity of Malaysian states' culture, crafts and cuisine in Kuala Lumpur. *Citrawarna* however will be held throughout the country. The highlight of the month-long celebration will be the Parade in Kuala Lumpur, which features traditional dances and music of Malaysians. Its objective is to showcase the rich vibrant cultures of the peoples of Malaysia whose ancestors came from far and near, like China and India, bringing with them their age-old traditions and heritages that formed the fascinating fabric of Malaysian society.

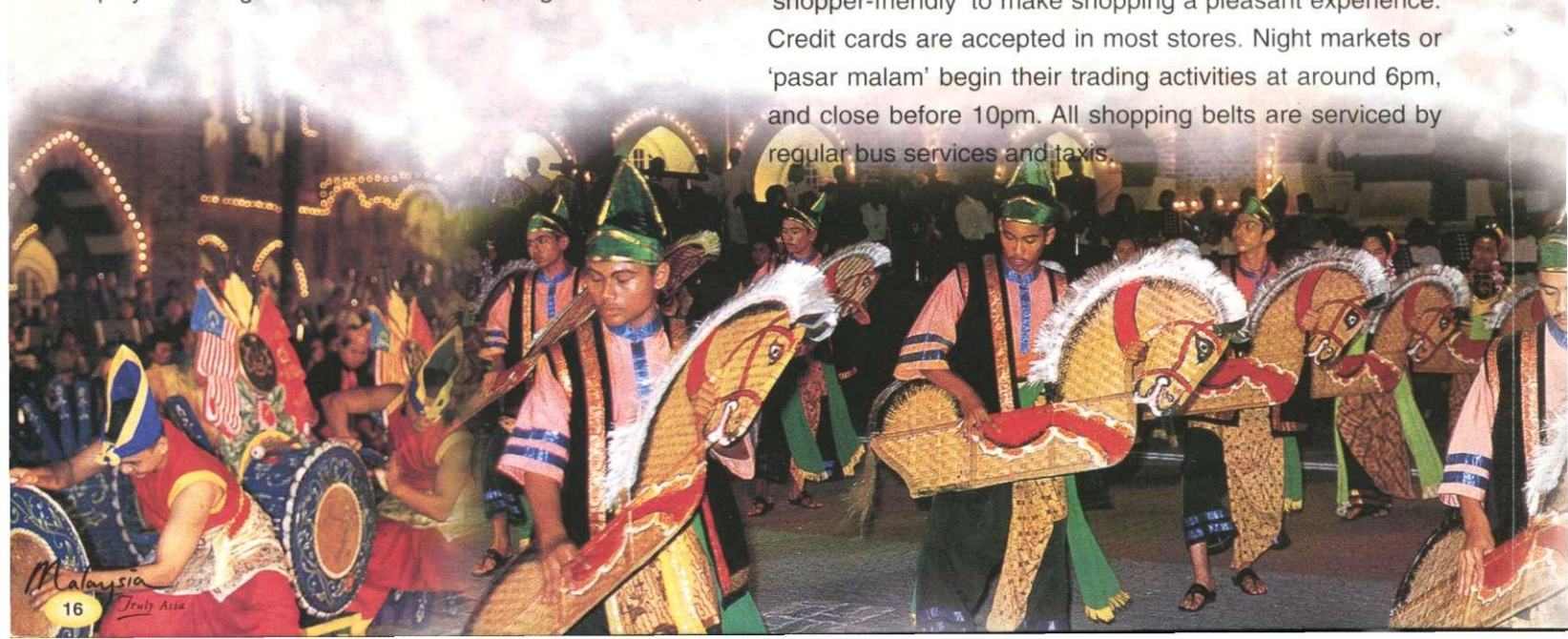
The inaugural event of *Citrawarna* was held on 16 October 1999 in Kuala Lumpur, in conjunction with the installation of Seri Paduka Baginda Yang Di-Pertuan Agong, the 11th King of Malaysia. It drew some 10,000 people, including foreign visitors. A blend of cultures from the diverse multi-ethnic composition of the Malaysian population were displayed through traditional dances, songs and music, to

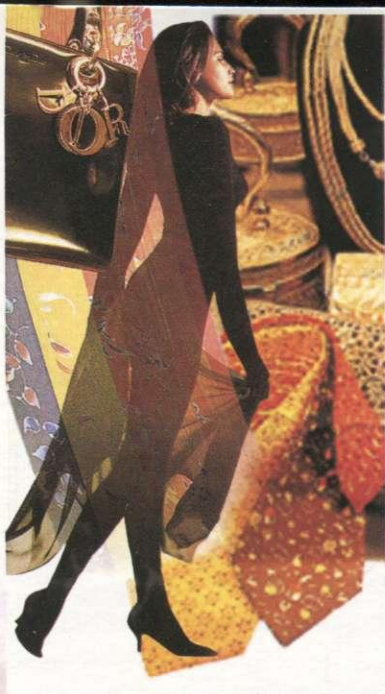
the delight of the audience. The event also marked the launch of Tourism Malaysia's international Tourism Campaign and the catchy tourism song entitled 'Malaysia - Truly Asia'.

Malaysia, and in particular, the main cities of Kuala Lumpur, Johor Bahru and Penang, is also home to delightful shopping establishments. From ultra-modern shopping complexes housing finest retail shops that bring the international brands from around the world to quaint night markets that spread their colourful wares along streetways, Malaysia has something to tempt the shopper. Shopping in

Malaysia is sheer pleasure. There are unlimited product variety that include batik products, pewterware, paintings, pottery, fashion wear, designer-made goods, electrical items, photography equipment, jewellery, toiletries and foodstuff. Malaysian-made goods are not only realistically priced but they are also of good quality and value-for-money.

Shopping hours are long, with shopping establishments open from 10am-10pm daily. Shopping complexes in the city are air-conditioned, have banking facilities, food courts, amusement centres, toilets, resting areas and are generally 'shopper-friendly' to make shopping a pleasant experience. Credit cards are accepted in most stores. Night markets or 'pasar malam' begin their trading activities at around 6pm, and close before 10pm. All shopping belts are serviced by regular bus services and taxis.





Three mega sale carnivals planned are from 7 March - 7 April, 7 August - 7 September and 7 December - 7 January, when shoppers can look forward to some great bargains at participating outlets. Discounts between 10% - 70% are given for various items Organised by Tourism Malaysia, together with several ministries,

state governments, retail associations, agencies and duty-free zone operators, the Shopping Carnivals, are an excellent time to shop and participate in shopping-related activities. Arts, antiques and handicraft exhibitions, food and beverage exhibitions, electronic fairs, fashion shows, cultural shows and traditional games take place at various malls, hotels and tourist spots.

Malaysians are fond of sports, and take great pride in having hosted some of the world's prestigious sports, such as the Kuala Lumpur '98 XVI Commonwealth Games, Petronas Malaysian Formula One Grand Prix in 1999, World Cup of Golf '99, and the annual Le Tour de Langkawi.

The Petronas Malaysian Formula One Grand Prix held at the Sepang International Circuit, just 3.5km from the new KL International Airport from 15 - 17 October 1999 attracted thousands of visitors who thronged the circuit to see world driving champions in action. The first ever Formula One Circuit in this region, the

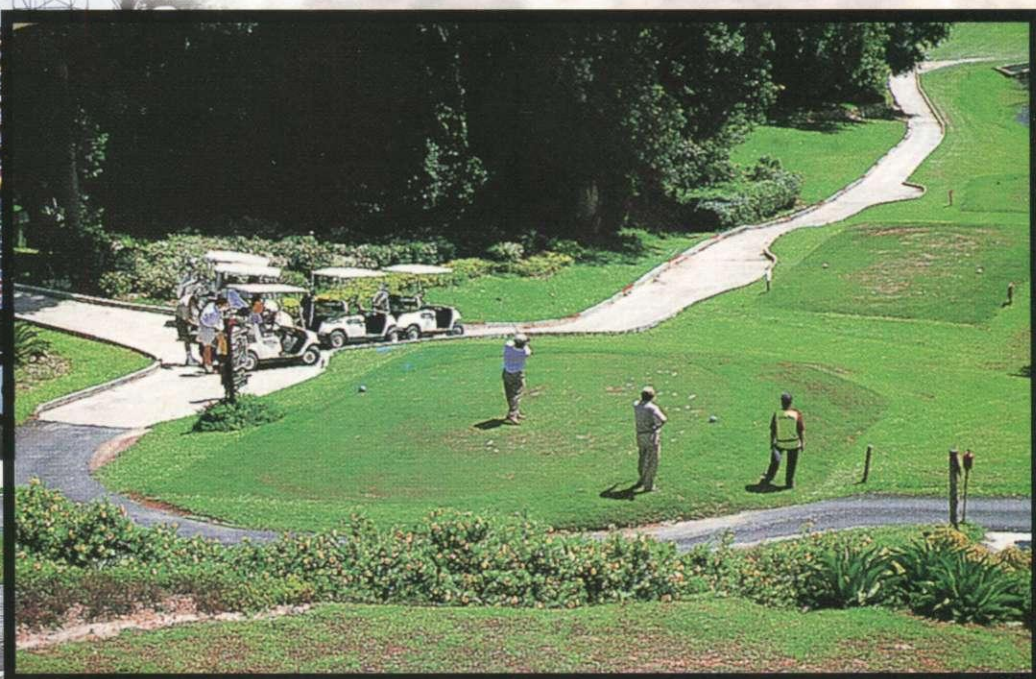
inaugural Malaysian Formula One Grand Prix saw Mika Hakkinen from Finland (McLaren-Mercedes), Eddie Irvine from Britain (Ferrari), Michael Schumacher from Germany (Ferrari), David Coulthard from Britain (McLaren), Heinz-Harald Frentzen from Germany (Jordan) and Damon Hill from Britain (Jordan).

On 22 October 2000, the Sepang International Circuit, will once again set pulses racing when the world's best drivers



take to the curves, straights and hairpin bends of the tracks. If you love the smell of burning rubber and ache for action, make a date with this prestigious event.

Among the 40-odd golf events held in 1999 designated as the 'Golfing Year', none gripped the nation's attention than the World Cup of Golf '99 held from 18 - 21 November '99 at The Mines Resort & Golf Club. Perhaps it was the excitement



of having Tiger Woods play on the par-71 6,224-metre golf course, but the World Cup of Golf '99 will stay in the minds of Malaysians for a long time to come. The young golfer, along with his American partner Mark O' Meara, European No. 1 Colin Montgomerie, and Spain's Santiago Luna, among other famous names provided exciting moments on the course.

The World Cup of Golf may be over, but there are still many golfing events like the annual World Amateur Inter-Team Golf Championship (WAITGC) which takes amateur golfers through different venues in various states. Organised by Tourism Malaysia for amateurs, both local and international, the event provides golfers an insight into a spectrum of golf courses in beautiful locations throughout the country as well as to enable golfers and their families enjoy a pleasant 'drive cum golfing holiday'.

Malaysia has over 350 golf courses carved out of jungles, oil palm plantations, rubber plantations, former mining lands, highlands, beaches, islands and cities, and all amazingly good in terms of diversity, memorability, scenic beauty, tradition, shot value and course condition. Watch or play, it'll be a great holiday, either way.

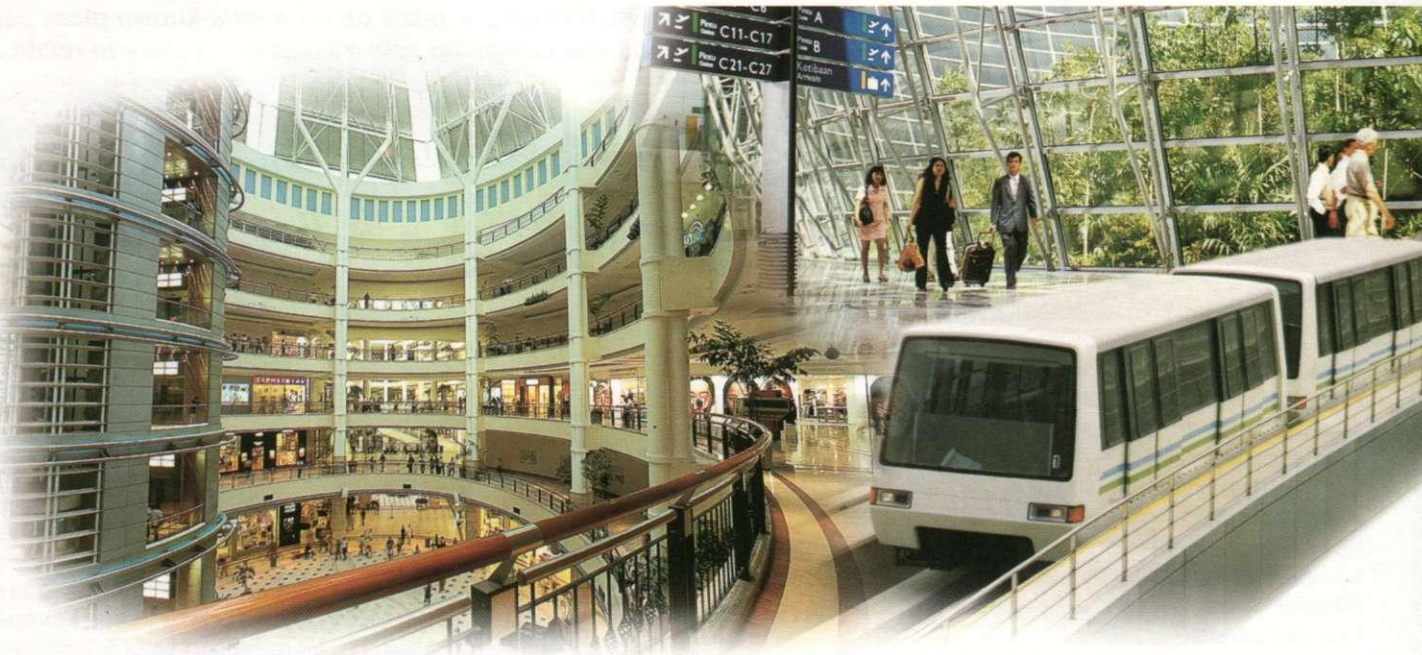
An event that has the votes of professional international cyclists from all over the world is the Tour de Langkawi. Modelled after the Tour de France, the Le Tour de Langkawi 2000 which took place from 26 January - 6 February 2000, had the distinction of being the first world class race of the new millennium. The 12-stages route along the length and

breadth of Malaysia covered some 1,600 km. Top professional riding teams from all over the world to participated in the Le Tour de Langkawi which began on the beautiful island of Langkawi, Kedah. The race proceeded to other states on the peninsula at a blistering pace, ending finally in Kuala Lumpur, where the leaders of the pack were on honoured!

Blessed with tropical bounty, Malaysia's 'green heritage' inspires nature-based events. The Malaysia Agriculture, Horticulture & Agrotourism Show (MAHA) celebrates the diversity of the country's 'green' resources. MAHA is held in Kuala Lumpur and is organised by the Ministry of Agriculture. Aimed at developing and re stimulating the agricultural sector, the Show, offers agriculture-related activities, exhibitions, seminars, competitions and festivals. Speakers, both local and from overseas will present a range of topics, including technological breakthroughs, and marketing of new products. The Show also provides an opportunity for participants and visitors to exchange views, share experiences and to network with researchers and businessmen from all round the world.

Whatever time of the year you arrive, there will be a selection of events to enjoy like Motorised Paraglider Tour of Malaysia in Sabah, Johor International Kite Festival in Johor,





Malaysia Sevens International Rugby in Selangor, Baleh-Kapit Raft Safari in Sarawak, Melaka Historic City Celebration, Labuan Sea Challenge, 4th World Lion Dance Championship in Genting Highlands Resort, Eco-Challenge 2000 Borneo, Kelantan Cultural Challenge, Mt Kinabalu International Climbathon, Telom Descent, Sabah Kaamatan Festival, Sarawak Gawai Festival, Mooncake Festival and many more.

Travelling to Malaysia and within Malaysia is a breeze. The new KL International Airport at Sepang (KLIA), located within the Multimedia Super Corridor and close to the country's new administrative capital at Putrajaya, is the most advanced airport in the region. Access between the new airport is swift. A network of highways and rail connect KLIA to Kuala Lumpur and other cities in peninsular. There is also the Light Rail Transit system (LRT) which provides fast travel to all major

tourism and shopping destinations in Kuala Lumpur. For transit passengers, the airport provides adequate attractions to while away their time and these include an art gallery, theme parks, golf courses, a wetland nature park, an observation hillpark and shopping.

Complementing the new airport is the a fleet of airlines from several countries, including the national airline, Malaysia Airlines which flies to 100 destinations across 6 continents.

Malaysia has it all! A land of colour cultures, friendly people, perpetual sunshine, exciting diverse tourism attractions - all accessible within a day's flight from most corners of the globe. Welcome to a holiday where modern transportation and creature comforts meet any of those in a developed country, and experience the joy of Malaysia's centennial celebrations in 2000 and 2001.

Please note, it is advisable to check with Tourism Malaysia office nearest to you prior to making travel arrangements for actual dates of events.



Adventure enthusiast Howe Lee, a young lawyer from Kuala Lumpur takes off for a little-known place called Jeram Perahu, in the state of Pahang with his friends and comes up with a fascinating story to relate...

A Place Called Jeram Perahu

I have a story to tell. It's about a place called Jeram Perahu. It's not the usual Jeram Perahu fishing story. Glorifying the fish caught. Lamenting the ones that got away. Instead it's about the unspoiled beauty of the place. The simplicity of life. People I encountered. The geography. The weather. How all these interweave to colour the palette from which memories are painted in the minds of its visitors. I only hope I do not fail in this mission.

My story begins with the journey in 4x4 vehicles. My mates and I, 9 of us, set off from Kuala Lumpur for Kuala Tahan, a little before midnight, on a Friday night. We arrived just before the break of dawn. While others tried to snatch some sleep on our way, I couldn't. With hindsight now, the familiar sweet embrace of sleep was no comparison to what I witnessed at the riverbank while waiting for the Kuala Tahan community to awaken.

The river was swollen from the rain that had fallen throughout the night. There were none of the familiar riverside denizen sounds. It must have been the heavy rain which had driven the fauna into hiding. The river was unusually quiet. The large volume of water eased its flow and there was a little splashing over shallow areas. The moon was still high in the sky, a sliver of silver, bright as can be, garlanded with the company of a few shiny morning stars. The horizon upriver was lightening blue, not quite bright yet. Downstream the night was still not relinquishing its grip. At the shallow end of the riverbank boatmen had secured their boats. The symmetrical lines made by the hulls; the assembly of the mass on the dark waters; the gentle rocking tempo of the tiring, yet still swift current as it entered the shallows; the spiking of the assemble ever so often with the gay colours of the hulls and life vest tied down with brilliant plastic ropes; all these caressed my sight. The mist rolling down the backdrop main range cast in the surreal element. The morning chill raised goose bumps and I thought, 'GOD, thank you for allowing me to live to see this day awakening.' I closed my eyes and said a small prayer of thanks. When I opened them, just like the cherry on the frosting of a cake, this whole dawn was made perfect with two hornbills settling from their flight, on a telephone pole, not more than 100 meters from where I was. As I turned away to look for the boatmen who would take us to Kampung Bantal, I thought: 'Only in Malaysia!'

Kampung Bantal is the last village before Jeram Perahu. It's a fair sized village with a post office, a mosque, a police station, a school, a village clinic, a football field which is underwater two months in a year when Sungai Tahan floods; electricity, piped water and even a palace maintained for the pleasure of the Pahang sovereign. It

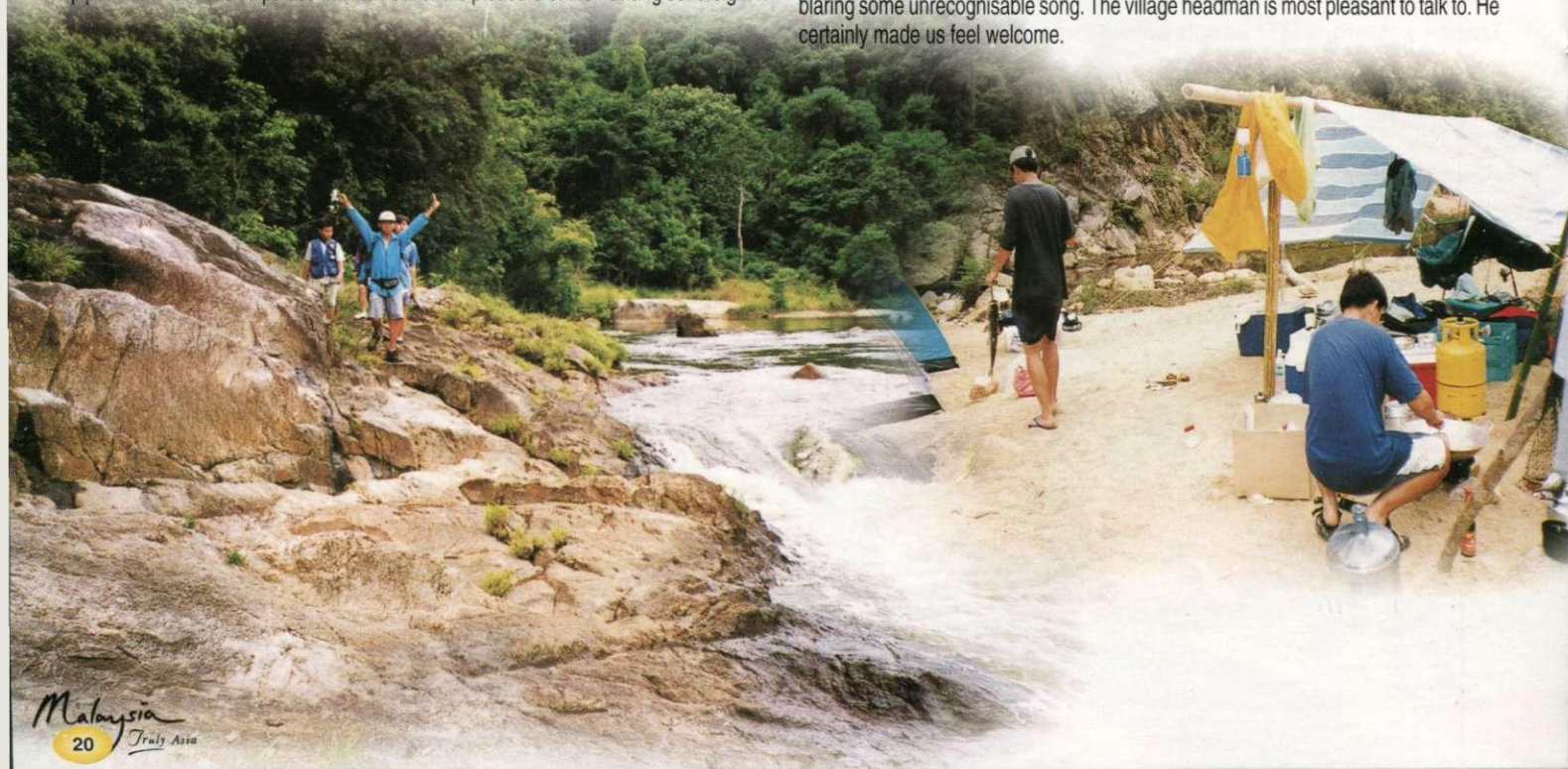
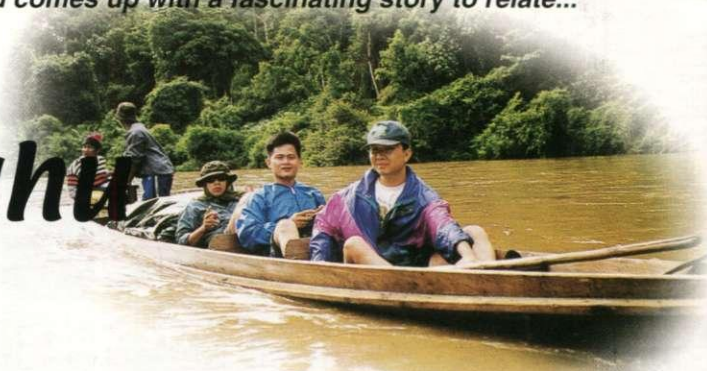
may not seem unusual for a village to have these amenities until you realise that the only means of transport to this village is a 3 hour boat ride. Most of the villagers here own sampans (narrow boats measuring 5' x 20') equipped with 15 to 20 horsepower engines. It is here that we intend to hire the sampans to take us to Jeram Perahu.

At Kuala Tahan, a deal was struck with the 2 boatmen to take us and our equipment to Kampung Bantal. After an uneventful 3-hour trip (except for an encounter with water buffaloes) we arrived at the village. We met a herd of water buffaloes wallowing in the river to escape the heat of the sun on their black backs. To break the monotony, our pilot boatmen chased them with the long boat for a bit and needless to say, the buffaloes were none too pleased with our water cowboy ways. The contrast between the nonchalant looks of the water buffaloes and the wide toothy mischievous grin of our pilot boatman was so marked that we were still chuckling about it an hour later.

At Kampung Bantal, we hired 3 sampans, each with the capacity for 3 passengers, equipment, the boatman and his assistant. The boatman handles the outboard motor. Most of the time the assistant sits and does nothing; but he becomes indispensable when the craft approaches the shallow rapids. Here he will pole at the front to prevent the sampan from crashing into protruding rocks when the sampan hits the rapids. He has to be quick, strong and agile.

The 3 sampans arrived after a long wait. It was our fault really as we had not made prior arrangements. The boatmen and their assistants were tending to their paddy fields and a village lad was sent to inform them of our intentions. Unknown to us, we had arrived in the middle of the harvest season!

Kampung Bantal lies in the interior of Pahang, literally in the middle of the rain forest. The villagers have to be self-sufficient. Paddy is planted for rice once a year. The rich fertile soil renews itself every year when the Tahan River floods during the monsoon. The yield from each family plot is sufficient to feed themselves for a whole year! Everyone works on the fields during harvest including the village headman. When I met him, he was trashing paddy stalks in the hot sun, sweat on his brow, broken stalks clinging to his tattered work shirt and he had a small transistor radio by his side blaring some unrecognisable song. The village headman is most pleasant to talk to. He certainly made us feel welcome.





When the sampans arrived at the jetty to take us to Jeram Perahu, we met Kilat (which means 'lightning' in Malay), the person-in-charge, the leader of the boatmen clan - dark with a thick moustache and serious faced, barefoot, in his mid-twenties, very dark, from his days on the field and the journeys by sampan. His assistant was Din, about sixty, a cheroot (cigar) chain - smoker with rope-like muscles whom I later found out was Kilat's father. Initially I was none too comforted to know he was to be pole person in front, as he was 'elderly' and all but I was quickly humbled at the first set of rapids. The father and son team was exceptionally skillful. The rocks were negotiated beautifully, not hurriedly but with grace. The father and son team communicated telepathically it seemed. A slight gesture with his finger or pole from his lookout point in front and a slight correction in course 20 feet at the other end and we eased over what seemed like a sampan crunching rapid. The old man seemed to know the exact place to put his pole, the degree of thrust to exert and the necessary follow through and the sampan responded ever so obediently, twisting and turning, pirouetting over all, including the most forbidding rapids. I guess old ginger is certainly hotter.

At Jeram Perahu, those of us in Kilat's sampan were the least tired. Those in the other two sampans had to get out to push when their sampans got caught on the rocks on more than one occasion; so we had good reason to feel a trifle smug at our boatmen's skills. Thanks Kilat. Thanks Din.

Dinner that night was rice with mutton curry, lontong (a rich and spicy vegetable soup), grilled chicken and fried Chinese mustard leaves with dried shrimps - evidently we don't believe in canned food. Our boatmen couldn't believe their eyes. For dessert, we had coffee, chocolate and vanilla ice-cream. We couldn't believe our own eyes! We have always been proud of our campsite meals but this time we had outdone even ourselves. Thanks to Mike (whom we have now nicknamed 'Iceman') who supplied the dry ice. After the previous night's rain, the skies were incredibly clear. After the ice cream, we had Earl Grey tea with honey and lemon. The night sky is most beautiful taken in with the fragrance of lemon in the air, a warm mug in your cupped hands and the soft sound of crickets and frogs in the distance.

The second day we woke to the aroma of hamburgers and sausages frying, coffee brewing and freshly opened ketchup bottles. 'Iceman' was at it again. Evidently he was our self appointed chef. We tucked in with relish and soon everything had been consumed. Perhaps it was the after effect of the journey, but the simple repast certainly tasted better than I have ever had before. Nevertheless, after breakfast we got out our fishing tackle eager to catch our next meal. 8 of us decided to go upstream to try our luck. 'Iceman' however, decided to be a homebody and sit this one out.

The water was cool and clear after the rain over the past two days. We cast our makeshift nets and between us, managed to catch a whole load of river fish, which would serve nicely for dinner. We had some lampan, krai and seluang which are the usual river fish in this region. They were about the size of one's palm, but the flesh would be tender and sweet as they were freshly caught and had not yet been contaminated by preservatives nor frozen like the ones found in the market. Feeling rather pleased with our haul, we made our way back to the camp site.

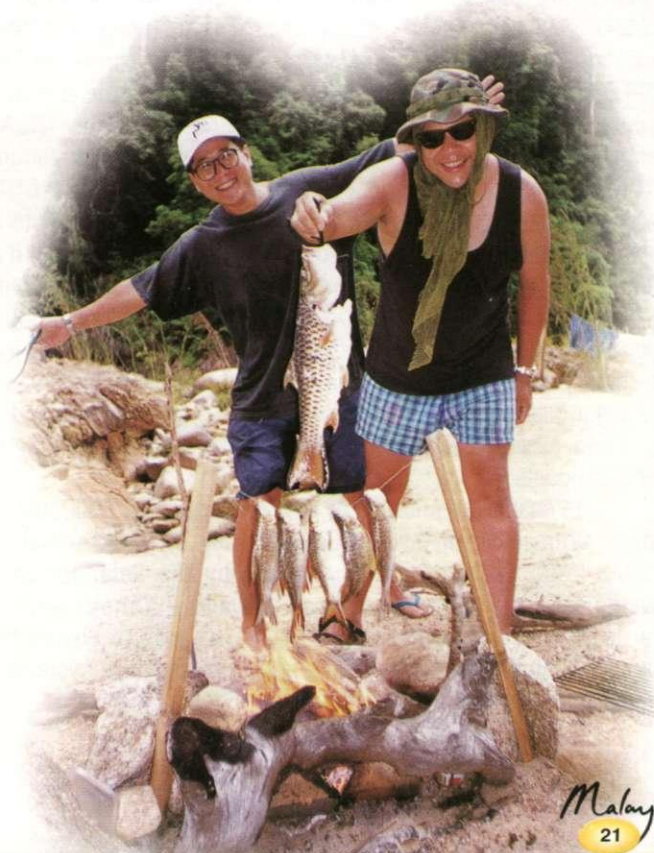
When we arrived, 'Iceman' was standing there with a huge grin on his face, holding aloft a fish in his right hand, the size of which was easily three times what anyone else had caught. He had caught a Sebarau! In all our fishing trips, we had never managed to catch anything this size. So yet again, 'Iceman' had had the last laugh. Dinner would be a grand affair.

That evening we set up our 'barbecue pit' and cooked some of the fish over the open fire. The main meal would consist of crispy fried fish as well as barbecued fish, marinated with a touch of oil and salt which we could dip in a mixture made up of soya sauce, lime juice, onion and chillies. We fried the fish to a crisp, so that even the bones could be crunched up. The piece-de-resistance, however, would be the smoked Sebarau.

We were enjoying the meal and looking forward to the smoked Sebarau which was slowly cooking when suddenly, the skies opened and rain came pelting down. Save the fish! That was the first thought on everyone's mind. So, 4 of us ran to get the tarpaulin mat while the others tried to shield the camp fire from the rain drops. We decided to hold up the tarpaulin over our heads and more importantly, over the cooking food. We must have been a sight, 7 half naked men standing there with arms stretched above the head valiantly holding up the large mat to keep away the rain. However, it was well worth the effort for when we finally sank our teeth into the sweet meat, the taste that hit our palates simply defies description. Sheer heaven! Delia Smith, eat your heart out. We decided to forego dessert just so that we could savour the after taste a little longer!

Happily the rain did not hold up for very long. The night was cool and clear from the rain that evening, so we decided to sleep under the stars, lulled by the melody of the crickets, and the toads calling for rain. As my sleepy eyes looked up at the sky, I felt at peace and truly happy, communing with nature. Not even 'Iceman's snoring could spoil my night.

When I awoke the next morning, it was misty and chilly. But the air was clean and pure, untainted by exhaust fumes and all the usual smells that accompany 'development'. I was reluctant to return to the hustle and bustle of city life but with an overdraft to pay plus the myriad of responsibilities which append adult life, I had little choice. I am thankful however, that we still have such unspoiled, scenic spots in beautiful Malaysia to which we can return to rejuvenate ourselves - which I have done, again and again. But that is another story altogether.



Three Malaysian states, Selangor, Perak and Sabah have launched 2000 as their tourism years. Tourists can expect lots of fun Visit Selangor Year 2000, Visit Perak Year 2000 and Visit Sabah 2000.

Kaleidoscope of Attractions from Three States' Visit Year



.....Mercu Alam Kehebatan!
.....On The Wings Of Excitement!

7he state of Selangor is the most developed state in the country. Home to the KL International Airport at Sepang - the most advanced airport in the region, and Port Klang, the biggest port in the country, it leads the country in fast paced development. From its early days, Selangor's strategic position has helped it to become the prosperous state that it is today.

Many of the country's largest industrial operations ranging from manufacturing, industrial to commercial activities are found in the various industrial zones, particularly in the Klang Valley. Selangor also has several interesting tourist attractions which includes history, nature, shopping malls and sports events of international stature such as the Petronas Formula One Malaysian Grand Prix.

Though blessed with all the necessary assets and excellent infrastructure, tourism in Selangor was relatively new says Dato' Ir Hj Mohd Zin Hj Mohamed, Deputy Chairman, Standing Committee for Culture & Tourism of Selangor cum Executive Chairman of TMS 2000 Sdn Bhd. "In December 1998, during and after the economic turmoil, when the National Economic Action Committee (NEAC) identified that the tourism sector should be given special attention to contribute towards the country's Gross Domestic Product (GDP), the state government foresaw that the tourism industry would be capable of generating substantial revenue and hence identified it as potential industry that will contribute to the economic development. So we earmarked the Year 2000 as Visit Selangor Year 2000. Selangor has the potential to be the major tourist destination in the country since it has the best infrastructure in Malaysia. It has two major gateways, the KL International Airport at Sepang and Port Klang, excellent network of roads and highways and diverse tourist products."

To enable the success of Visit Selangor Year 2000, the state government set up the Visit Selangor Year 2000 Secretariat, or TMS 2000 Sdn Bhd (wholly owned by the Selangor State Government) to undertake promotional activities and implementation of an event calendar in the year 2000. "This was to ensure that tourism programmes and activities are promoted in a systematic manner, explains Dato' Hj Mohd Zin.

On 6 June 1999, the state government launched the Visit Selangor Year 2000 at Shah Alam, the state capital officiated by the Selangor Chief Minister, YAB Dato' Seri (Dr) Haji Abu Hassan Omar. The event drew thousands of visitors who were thrilled with spectacular display of cultural performances, parade, fireworks, laser and stunt shows.

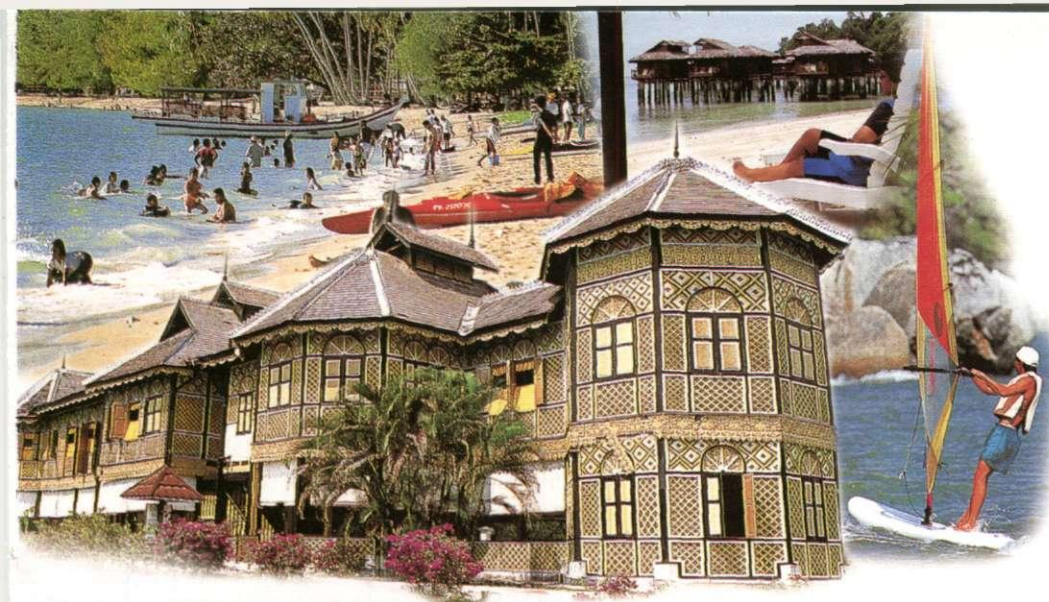
The highlight of the launch was the introduction of the tourism logo 'Selangor 2000 ... On the Wings of Excitement', with a soaring eagle against a backdrop of a rising sun - the sun to symbolise a new beginning for Selangor's tourism industry.

Much of the events in the year 2000 in Selangor focused on four major areas - motorsports, golf, recreational sports and MICE (meeting, incentives, conferences and exhibition), says En Mohd Khaldun Mohd Redza, TMS 2000's Marketing & Promotions Manager.

"From January to December 2000, there are about 60 events happening in the state. In each month there are 4-5 events of varying interests. These include golf challenges, motorsports events, watersport races, motorbike races and international events. Selangor was the home of the Petronas Formula One Malaysian Grand Prix in October 1999, and having been tested by world class racing drivers, the Sepang International Circuit looks poised to take another encore with the FIA Formula One on October 2000", says En Khaldun.

"We are also encouraging local tourists to the state, and have signed up with a company to market Visit Selangor Year 2000 Gateway discount and Delta prepaid cards to tourists there. The special cards offer discounts and privileges for tourism products and services in Selangor. About 100,000 such cards are expected to be made available to tourists. We also signed a memorandum with a Consortium of Travel Operators Sarawak headed by Borneo Tours to jointly develop, promote and market Selangor-bound tour packages in Sarawak. In conjunction with the Visit Selangor Year 2000, many hotels will offer lower rates," concluded Khaldun.





Sungai Wang Plaza, where the Visit Perak Year 2000 logo was also unveiled. The tagline was 'Perak, Land of Grace, Timeless beauty, Ageless charm'. The official launching was held on 23 October 1999 by the Perak Chief Minister, YAB Dato' Ramli Ngah Talib in Ipoh.

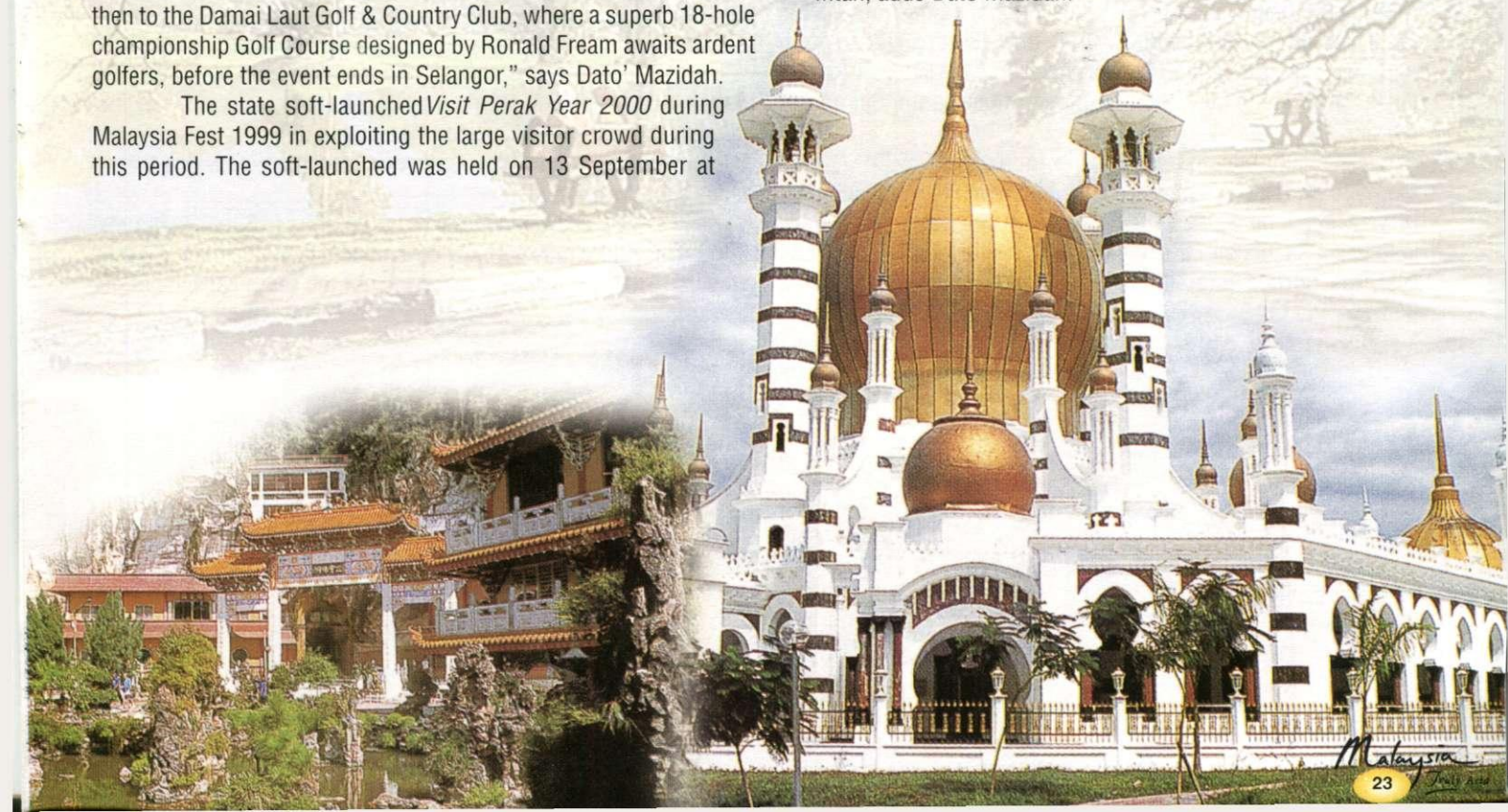


"The state has identified several attractions as the main crowd-pullers. They are the limestone caves of Gua Tempurung, Pasir Salak Historical Complex, Kuala Sepetang Mangrove Park, Kuala Gula Bird Sanctuary, Bukit Merah Laketown and Water Theme Park, Hulu Perak for eco-tourism; and agrotourism spots in Batang Padang and Tapah, and lastly, the historical towns of Ipoh, Taiping, Kuala Kangsar and Teluk Intan, adds Dato Mazidah.

The state of Perak, has several unique tourist attractions like limestone caves, cave temples, historical sites islands, beaches, hill resorts, lakes, waterfalls, caves, hot springs, recreational forests, wildlife sanctuaries, and intriguing culture. But although it has many tourist attractions, they are not known very well, says Perak's State Culture, Tourism, Women's Affairs and Family Development Committee Chairman, YB Dato' Mazidah Zakaria.

"So in order to create a better awareness of Perak as prime holiday destination, we designated the year 2000 as Visit Perak Year 2000. Events that exploited the attributes of Perak were planned, and these included Perak Splendour Photography Contest, Perak River Safari, Cliff Climbing Competition and many more. The rugged nature of the state also brought forth events like Perak Cross Country Run, Perak Motorcross, Cubcross & Enduro Challenge, Perodua Perak Expedition 2000, Sun Walk, Pulau Sembilan Fishing Competition, International Treasure Hunt Carnival, Joran Fishing Competition, 4x4 International Rainforest Challenge and Bukit Tunggul International Run. Cultural events that extols the cultural splendour of Perak are Ipoh City Day Celebrations, Perak 2000 Mass Wedding Celebrations and Perak Fest International. We are also a venue of the Travel Trade Golf Event, a triple location event which starts in Sabah, then to the Damai Laut Golf & Country Club, where a superb 18-hole championship Golf Course designed by Ronald Fream awaits ardent golfers, before the event ends in Selangor," says Dato' Mazidah.

The state soft-launched *Visit Perak Year 2000* during Malaysia Fest 1999 in exploiting the large visitor crowd during this period. The soft-launched was held on 13 September at





Sabah's theme 'Visit Sabah 2000 - Malaysian Borneo: The New Millennium Nature Adventure Destination' celebrates the state's entry into the new millennium. It also promotes the variety of nature-based tourist assets in the state says Sabah's Minister of Tourism Development, Environment, Science and Technology YB Datuk Chong Kah Kiat.

"Some of the world's pioneer and leading conservation attractions,

sanctuaries and parks both on land and sea are found in Sabah," says Datuk Chong.

"We have thus used 'Sabah Naturally!' as the slogan to highlight the attractions. The events planned for Visit Sabah 2000 will showcase Sabah as a safe, friendly and renowned premier nature adventure holiday destination, and to establish the state in the mainstream of the national, regional tourism industry as well as in the international markets," says Datuk Chong.

Apart from these nature-based tourism products the state also plans to show that it has facilities and services for meetings, incentives, conferences/convention, events and exhibitions. Among these are sporting facilities including signature championships golf courses and marinas and spas.

About 100 festivals, events and conferences have been planned in conjunction with Visit Sabah 2000. These include some of the major international lifestyle adventure events; folk festivals, dances, music, art exhibitions, 20 golf challenges and tournaments, and more than 20 international conferences and special events (see inset)

Major events planned are:

- Launching of the North Borneo Railway Plantation Express, the one and only Railway-line in Borneo
- Motorised Paraglider Tour of Malaysia 2000
- The Kinabalu Challenge - As world-class gliders meet and glide freely at Mt Kinabalu, one of Southeast Asia's highest mountains
- Mt Kinabalu Mountain-Bike Challenge. Bikers ride through rainforests trails and mountain villages along the legendary route taken by Sir Hugh Low, the first person to scale the Summit of Borneo
- The Millennium International Fishing Tournament 2000
- Momodu Blessing Ritual, a ritual ceremony of the Kadazandusun
- In May and June we have many festivals, including the month-long Pesta Kaamatan - the traditional Harvest Festival: the Sabah Fest, the Borneo International Folk-Festival, the Papar Pesta Gambus and the Sabah Dragon Boat Race
- 20 Golfing events, e.g. the 2000 Sabah Masters Open, an Asian

Professional Golf Association (PGA) Series

- Active Lifestyle Events that truly reach out to the heart and soul of Sabah's natural wonders and terrain
- The ITU Ninth-Sabah International Triathlon which is also an Asian Triathlon Cup Series
- The 14th Mount Kinabalu International Climbathon - the Toughest Mountain Race in the World
- Eco-Challenge Sabah 2000, to be held in August 2000 is the ultimate and the world's Toughest Adventure Endurance Sport Race

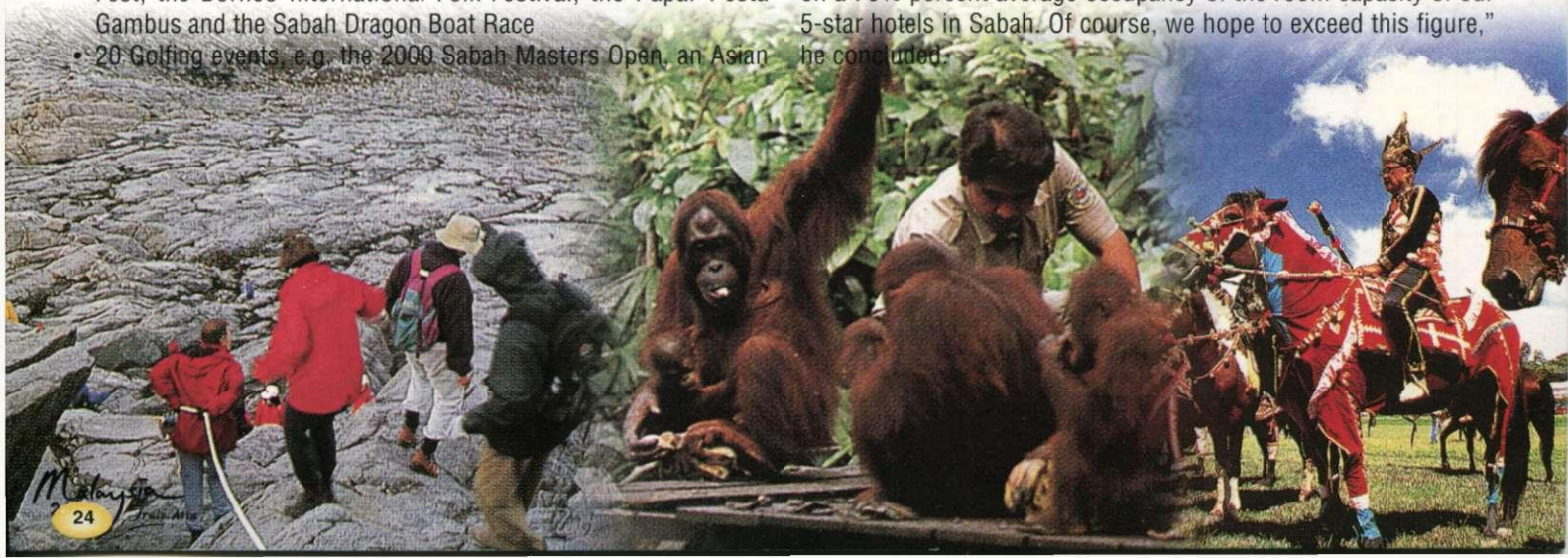
"Destination awareness and tourism-product knowledge is an important element of the campaign. Therefore, the pre Visit Sabah 2000 Campaign was structured to meet the objective. During this year, the State Government jointly with Tourism Malaysia, local hotels and tour agents, Malaysia Airlines, Dragon Air, Singapore Airlines and the Royal Brunei Airlines have stepped up programmes to bring and host agents and media from various countries around the world. These include the UK, Europe, Australia, New Zealand, South Africa, USA, Canada, Hong Kong, Japan and Taiwan to Sabah," says Datuk Chong.

The cooperation and support of the private sector and many government agencies have been outstanding in this campaign. Not only have they complemented the State Government's efforts, but they have also initiated and create many of the programmes and events themselves," he explains.

"Year 2000 will be a BIG launch opportunity for Malaysia to make in-roads in the American-tourism market. Two major USA Cable Televisions have chosen Sabah for shooting locations. The new TV Series 'Survivors' by CBS will begin filming in February/March and will broadcast in the USA during Summer 2000. This will be immediately followed, in August, by the Eco-Challenge Sabah 2000, the world's toughest adventure endurance sport race, which will be broadcast by USA Network. The Eco-Challenge through its global screen network will reach an estimated 144 million homes in five continents and 145 countries including 72.7 million US homes. These events will generate tremendous publicity in North America and vast tourism potentials and opportunities for Malaysia and Sabah.

Datuk Chong is confident that tourist arrivals in Year 2000 will greatly improve over that of 1998 and 1999. However, the Visit Sabah 2000 campaign efforts may only be fully realised in the year 2001 and 2002, he adds, saying that it takes about two years to see the results and fruits of the marketing campaign, provided that all factors are favourable.

"We are targeting for 512,000 visitors to Sabah in the year 2000. This figure may perhaps be a modest estimate but it is based on a 70% percent average occupancy of the room capacity of our 5-star hotels in Sabah. Of course, we hope to exceed this figure," he concluded.



Hey, Big Spender! Make A Date With Sensational Shopping Sales!

The best in shopping excitement unfolds with not one, but three Mega Sale Carnivals 2000 - the March Grand Sale Carnival (March 7 to April 7), August Merdeka Sale Carnival (August 7 to September 7) and December Grand Sale Carnival (December 7 to January 7).

With import duty abolished on branded goods priced at RM200 and above, the sales are something you would not want to miss - especially if you are a foreign visitor. Expect some real-hot bargains. There's 20 percent import duty exemption on 15 categories of branded goods, including men's and women's suits, jackets, blazers, trousers, cardigans, waistcoats, track suits, ski suits, swimwear, nightwear and baby garments.

Apparel such as men's and women's overcoats, raincoats, capes, cloaks, wind-jackets, gloves and knitted or crocheted clothing accessories are also exempted from import duty, hence make good buys especially for those from the colder climes.

From the best international brands to exotic items, Malaysia has something for every shopper. Batik products, pewterware, paintings, pottery, fashion wear, designer - made goods, electrical items, photography equipment, jewellery, toiletries and foodstuff - you'll find Malaysia is indeed a shopper's paradise!

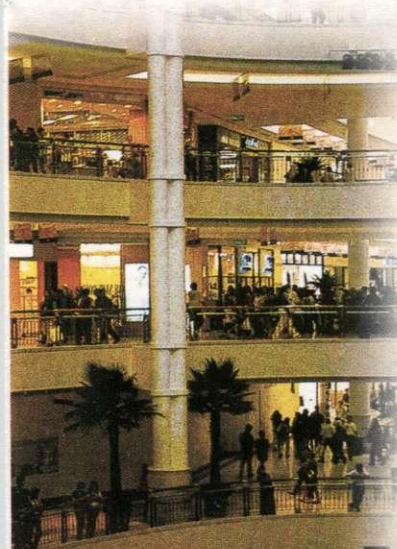
Jointly organised by Tourism Malaysia, together with several ministries, state governments, retail associations, agencies and duty-free zone operators, the Mega Sale Carnivals are excellent times to visit Malaysia. Visitors to the country will enjoy not only great bargain opportunities but also a colourful carnival atmosphere. Street stalls, night markets, bazaars, handicrafts centres, hotel shopping arcades, department stores, speciality stores, duty free shops and shopping complexes all seek out to entice shoppers with their bewildering range of goods.

Midnight sales, fashion fairs, handicraft exhibitions, food and beverage exhibitions, electronic fairs, cultural shows and traditional games will take place at various malls, hotels and tourist spots.

Don't wait! Get in touch with your travel agent and find out more about special shopping holiday packages offered exclusively during these three Mega Sale Carnivals.

For further information on special programmes associated with the Mega Sale Carnival, please contact the Tourism Malaysia office nearest to you or its :

Mega Sale Carnival 2000
in Kuala Lumpur
Tel : 03-296-5764/5755
Fax : 03-293-5884



Islamic Arts Museum Malaysia



*Custodian of
a Civilisation's
Great Heritage*

hidden architecture that must be experienced by being entered and seen from within. The iwān is adorned with decorative tiles designed by Iranian craftsmen, with a verse from the Al-Quran which says 'Travel through the earth and see how Allah Originates the Creation. Moreover! Allah will cause a later creation to grow. Indeed! Allah has the power over all things.'

Centuries ago, from Spain to China, Central Russia to Indonesia, when the mighty pulse of Islam brought about the flowering of the arts to its greatest heights, beautiful expressions of an artistic energy were recorded on the planet. The Moorish Alhambra in Spain, the Taj Mahal in India, the Blue Mosque in Turkey, the exquisite Persian carpets, and splendid calligraphy of Uzbekistan mosques were just some examples.

In showcasing the heritage of the Islamic Civilisation, the Islamic Arts Museum Malaysia captures the arts and architecture of Islam in various forms and applications. As one goes through the Museum, one begins to understand that despite regional variations, Islamic art and architecture do have unifying principles - geometric design, water fountains, and the arabesque, for example. Water and light are of paramount importance to Islamic architectural decoration as they generate additional layers of patterns and they transform space. The feeling of continuous space, through the multiplication of given patterns and architectural elements, is also typical in Islamic architecture. Arches are employed for both structural and decorative purposes. And nearly all Islamic buildings have some form of calligraphy in stone, mosaic and painting. The inscription may be a verse from the Qur'an, poetry, or names and dates, and they are often used as a frame along and around main elements of a building like cornices.

Islamic artists create geometric patterns which exemplify the Islamic interest in repetition, symmetry and continuous generation of pattern. Flowers, common motifs in Islamic architecture, are used in the decoration of textiles, objects and buildings, seen in the Moghul architectures of India, sometimes with inlays of precious stones.

In keeping to the simplicity of external appearances in Islamic architecture, the Islamic Arts Museum Malaysia which is situated along Jalan Lembah Perdana (near the National Mosque) in Kuala Lumpur, does not give any indication of the structure's size, shape or function. Except for the iwān (arched openings that are typical of Central Asia or Iran), the striking form of the white building is the

Covering an area of 22,000 sq km the four-level building is the only one of its kind in the region. It is a combined effort by the Albulkhay Foundation and the Malaysian government to promote the arts and architecture of Islam. Both local craftsmen and master craftsmen from Uzbekistan and Iran, worked on the Museum which has five domes (one of them inverted).

Inside the Museum, the gateway leads to Level 1 where the main lobby and reception are situated, and here lifts are available to Level 2 where the Inverted Dome, the Special Gallery, Museum Shop and Children's Library are located. Level 2 opens out to the Fountain Garden, a serene area which incorporates water, pools, blue tiles and geometric designs in the manner of a traditional Islamic courtyard. Also on this floor is the stylish Dome Restaurant renowned for its fine coffees and food.

Level 3 gives further insights into the Islamic arts, including Art of the Mosque, Art of Architecture, Standard Chartered Ottoman Room, Islamic Arts of the World and Islamic Arts of the Malay World. Adjacent to the auditorium on Level 3 lies the Rehal Terrace. The terrace uses a combination of Islamic symbols such as the urns as water reservoir, rehal as a book holder and the

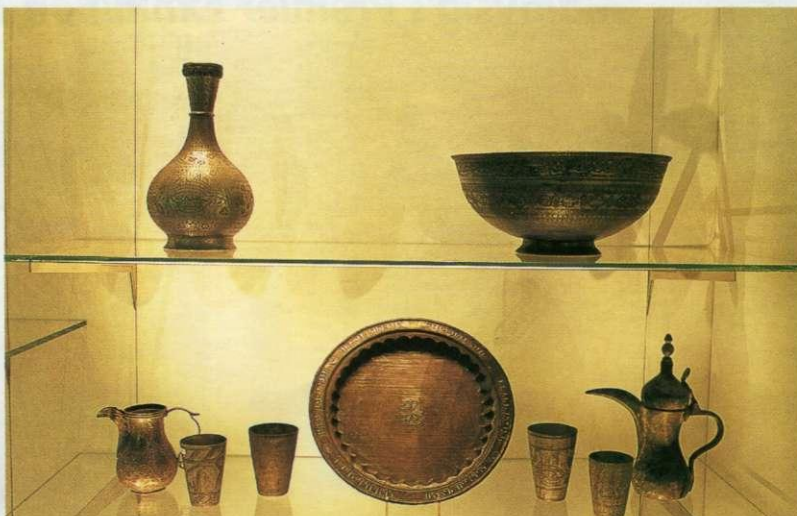


Islamic floral design on the depicting continuity in life.

On Level 4 visitors can see the Art of the Quran, Calligraphy & Manuscripts, Arms & Armour, Textile, Coins, Ceramic & Glass, Metal Work and the Library. A terrace opens out and from here one, the main dome, can be examined at close range - truly a dramatic masterpiece in calligraphic decoration. The terrace also offers a panoramic view of the surrounding area. The Iranians commissioned to undertake the finishing designs on the exterior domes used the cut tile process whereby the tile material were mixed with water and baked in traditional ovens to produce colours such as grey, dark blue and blue. The patterns on the domes were traced on paper, then with a pin before being transferred to the different coloured tiles. The tiles were then joined and cut accordingly. Geometric patterns, to symbolise the complexities of the world, are used.

The main dome carries Surah An Nur Verse 35 which says 'Allah is the Light of the Heavens and the Earth. The similitude of His Light is as if they were a niche wherein is a luminary, the luminary is in a glass, the glass is as if it were a planet glittering like a pearl, lit from a blessed olive tree, neither of the East nor of the West, whose oil is almost luminous, although no fire touched it, Light upon Light, Allah guides to His Light whom He pleases, and Allah sets similitudes for people, and Allah is All-Knowing of all things.' The inverted dome, a masterpiece from Uzbek craftsmen, carries the gold carvings of Surah Al-Faatihah (7 verses) and floral designs.

The Islamic Arts Museum Malaysia is open from 10am-6pm (Tues - Sun, and public holidays).



Admission Fee :

- ▲ Adult - RM8.00(adult)
- ▲ Visitors below 18 - RM4.00.
- Students of Higher Learning Institutions, Senior Citizens (Malaysian)
- ▲ Students in uniform (in a group of 30 & above) - RM3.00
- ▲ Children below 6 - Free

Free admission to:

- ▲ Museum Shop
 - ▲ Children's Library
 - ▲ Restaurant & Cafe
 - ▲ Art Workshop
- Tel : 03-2274-2020
Fax: 03-2274-0529

To get a better understanding of the Islamic arts and architecture, a guided tour, provided by the Islamic Arts Museum Malaysia and Malaysia-Beijing Travel Services Sdn Bhd, is advisable. Two different tours are offered. The Islamic Arts Museum Malaysia Tour, commencing at 11am and ending at 2pm, provides a comprehensive guided tour of the museum. It costs RM57 (adult), RM38 (child below 12) and includes the Museum's entrance fee, a guided tour of the Museum, lunch at the Dome Restaurant and solat (afternoon prayer for Muslims). The other, Kuala Lumpur Islamic Tour also begins at 11am but ends at 5pm. Costing RM75 (adult) and RM57 (children), it includes all the above with additional tour of places of Islamic interest in the city. They are the International Institute of Islamic Thought & Civilisation (ISTAC), Railway Station and the Sultan Abdul Samad building (both Moghul-inspired buildings) and a walking tour of Masjid Jame', Jalan Melayu and Masjid India, which captures largely the Malay Muslims and Indian Muslim traders at work. The tour has a pick up/ drop off service from your hotel in Kuala Lumpur's city centre, thus making it ideal for tourists on a short stay in Malaysia.

Enquiries:

Tel : 03-244-8888

Fax: 03-248-9812/3727



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E-mail: MIECC@mines.com.my
Website: www.mines.com.my

MARCH

1-10 March

Kelantan Flora FestivalTaman Orkid, Tg. Anis, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

1-10 March

**Pedu Nature Adventure
(Honey Gathering Experience)**Pedu Lake, Kedah
Tel: 04-732-8888 Fax: 04-732-4999

3-5 March

**Malaysian Sevens International Rugby
Tournament**Petaling Jaya Stadium, Selangor
Tel: 03-443-2277 Fax: 03-445-4445

3-5 March

Kenyer ChallengeTasik Kenyer, Terengganu
Tel: 09-822-1101 Ext: 105
Fax: 09-822-1345

3-7 March

**2nd Malaysia Furniture Export Exhibition
(MAFEX 2000)**Mines Exhibition Centre, Kuala Lumpur
Tel: 03-717-2828 Fax: 03-717-2556

3-7 March

Kemaman Cultural FestPadang Astaka Kemaman, Terengganu
Tel: 09-859-1961 Fax: 09-859-4954

5 March

Remote Control Car RaceA' Famosa Golf Resort,
Alor Gajah, Melaka
Tel: 06-552-0555/969
Fax: 06-552-0698/979

5 March

IntruduPortuguese Settlement,
Ujung Pasir, Melaka
Tel: 06-284-7493 Fax: 06-286-3551

5-30 March

Kotamas Food CarnivalKotamas Shopping Centre,
Air Keroh, Melaka
Tel: 06-231-6699 Fax: 06-231-6899

7 March-7 April

Shopping CarnivalNationwide
Tel: 03-293-5188 Fax: 03-293-5448

19 March

Mt. Kinabalu Mountain Bike ChallengeMt. Kinabalu, Sabah
Tel: 088-265-555 Fax: 088-257-348

25-26 March

Kedah White Water ChallengeSungai Sedim, Kulim, Kedah
Tel: 04-730-3362

25-26 March

MATTA FairPenang International MATTA,
Sport Arena, Penang
Tel: 04-228-1633 Fax: 04-228-1622

27-30 March

**Kelantan Traditional Food &
Handicraft Competition**Cultural Village, Kota Bharu, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

30-31 March

Birthday Celebration of HRHAl-Sultan Kelantan
Kota Bharu, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

March

Kedah Drums FestivalAlor Setar, Kedah
Tel: 04-731-5930 Fax: 04-731-5928

March

Winter Wind FestivalKangar, Perlis
Tel: 04-976-1957 Tel: 04-976-2951

March

**Malaysian Motorcross & Cubcross
Championship (Round 1)**Johor Bahru, Johor
Tel: 07-223-4935 Fax: 07-223-7554

March-October (Thrice Weekly)

**Performance of Traditional Games &
Pastime**Cultural Centre, Kota Bharu, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

March, May, September, November

Rally Of PerlisLadang Tebu Chuping, Perlis
Tel: 04-944-1002

APRIL

1 April

Local Pastime Games FestivalKota Bharu, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

3-4 April

Baleh - Kapit Raft SafariNg. Majau Kapit, Sarawak
Tel: 084-796-321 Fax: 084-797-625

9 April

Regatta Lepa SempornaSemporna, Sabah
Tel: 088-212-121 Fax: 088-212-075

15 April

Declaration of Melaka Historic CityDataran Sejarah Air Keroh, Melaka
Tel: 06-232-6411 Fax: 06-232-5716

15 April

International TriathlonA' Famosa Golf Resort,
Alor Gajah, Melaka
Tel: 06-552-0555/969
Fax: 06-552-0698

15-16 April

Squid Fishing FiestaPulau Kapas, Marang,
Terengganu
Tel: 09-623-1957 ext: 2914/2915/2919
Fax: 09-622-1957/7229

15-16 April

Kelantan International Kart Prix CompetitionGunong Bachok, Kelantan
Tel: 09-748-5534 Fax: 09-748-6652

16 April

Gendang Nusantara FestivalDataran Sejarah Air Keroh, Melaka
Tel: 06-232-6411 Fax: 06-232-5716

21-25 April

Dungun Cultural FestPantai Peranginan Teluk Lipat,
Dungun, Terengganu
Tel: 09-844-1616 Fax: 09-844-4594

23 April

Mentakab - Temerloh RelayDataran Temerloh, Pahang
Tel: 04-643-2111 Fax: 04-644-7777

April

Mango FestivalSungai Batu Pahat, Perlis
Tel: 04-976-2466 Fax: 04-938-2929

April

Malaysia Cub-Prix ChampionshipSg. Petani, Kedah
Tel: 04-730-3362

April

'Jom Pi Kedah' Treasure HuntKedah
Tel: 04-730-1957 Fax: 04-733-0908

April

Langkawi Treasure HuntLangkawi, Kedah
Tel: 04-966-7187

April

Secretary Getaway PerakIpoh - Pasir Salak - Pangkor, Perak
Tel: 03-243-9178 Fax: 05-243-2175

April

Perak River SafariKuala Kangsar - Pasir Salak, Perak
Tel: 05-253-2800 Fax: 05-241-8173

April

Nanyang Wushu Charity ShowKuching, Sarawak
Tel: 082-425-009

April

Borneo Cub Motocross (1st Round)Litar Krokong, Kuching, Sarawak
Tel: 082-871-963 Fax: 082-872-1175

April

Kaul FestivalMukah, Sarawak
Tel: 084-871-963 Fax: 084-827-117

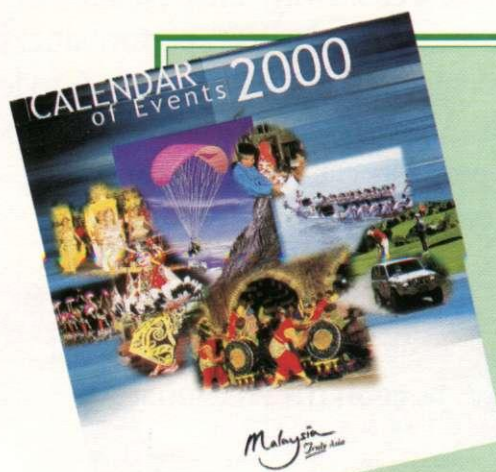
April

ASEAN Bird Singing CompetitionSungai Batu Pahat, Perlis
Tel: 04-976-2466 Fax: 04-976-2951

29 April-1 May

Sabah International Fishing TournamentSabah
Tel: 010-821-2419 Fax: 088-235-825

April- August

**Tourism Malaysia - Travel Trade Golf
Invitation**Nationwide
Tel: 03-293-5188 Fax: 03-293-5884Note: Dates and events are correct
at the time of printing

Tourism Malaysia's **Calendar of Events 2000** brings you a host of exciting events and festivals in Malaysia at a glance to help you plan the itinerary for your clients, whether they are adventure seekers, avid shoppers or leisure travellers.

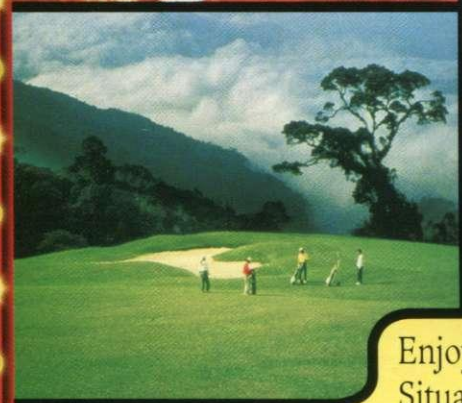
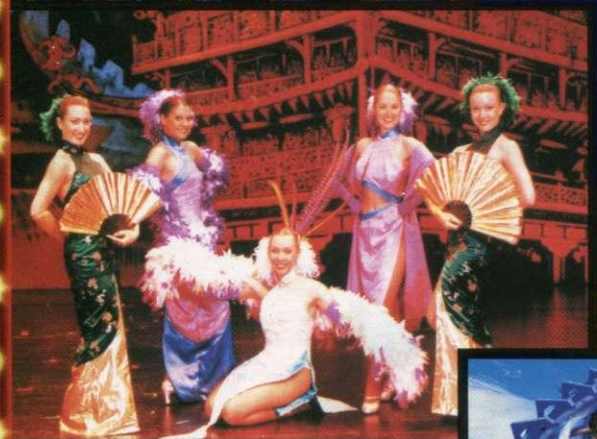
In the exotic Colours of Malaysia 2000 and the various ethnic festivals, your clients will be able to fully experience *Malaysia - Truly Asia* while the three nationwide shopping carnivals will be a shop-till-you-drop experience for them. And don't miss the final round of the fantastic Formula One Malaysian Grand Prix in October. Other exciting international sports events are Kuala Lumpur International Towerthon, Penang International Dragon Boat Festival, Eco-Challenge 2000 Borneo, Mt. Kinabalu International Climbathon and Rainforest Challenge 2000.

The brochure is divided into three sections - Major Events, Major Festivals and a comprehensive Calendar of Events - with dates, venues, event organisers and their contact numbers provided. Contact your nearest Tourism Malaysia office to get your copy.



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: 212-754-1117 (D/L)
Fax : 212-754-1116

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Tel : 03-2274-6063
Fax : 03-293-5884

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50480 Kuala Lumpur
Tel : 03-441-1295
Fax : 03-293-5884

Malaysia Tourist Information Centre (MATIC)
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50450 Kuala Lumpur
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Fax : 03-262-1149

International Arrival Hall
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64000 Sepang, Selangor
Tel : 03-8787-4212

Penang International Airport
11900 Pulau Pinang
Tel : 04-643-0501

Langkawi Tourist Information Centre
Jalan Persiaran Putra
07000 Kuah, Langkawi
Tel : 04-966-7789
Fax : 04-966-7889
E-Mail : mtpblgk@tourism.gov.my

Langkawi International Airport
07100 Padang Mat Sirat, Langkawi
Tel : 04-955-7155

Bukit Kayu Hitam Tourist Information Centre
06500 Changlun, Kedah
Tel : 04-922-2078
Fax : 04-922-2078
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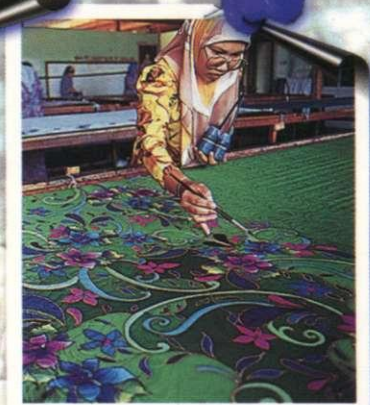
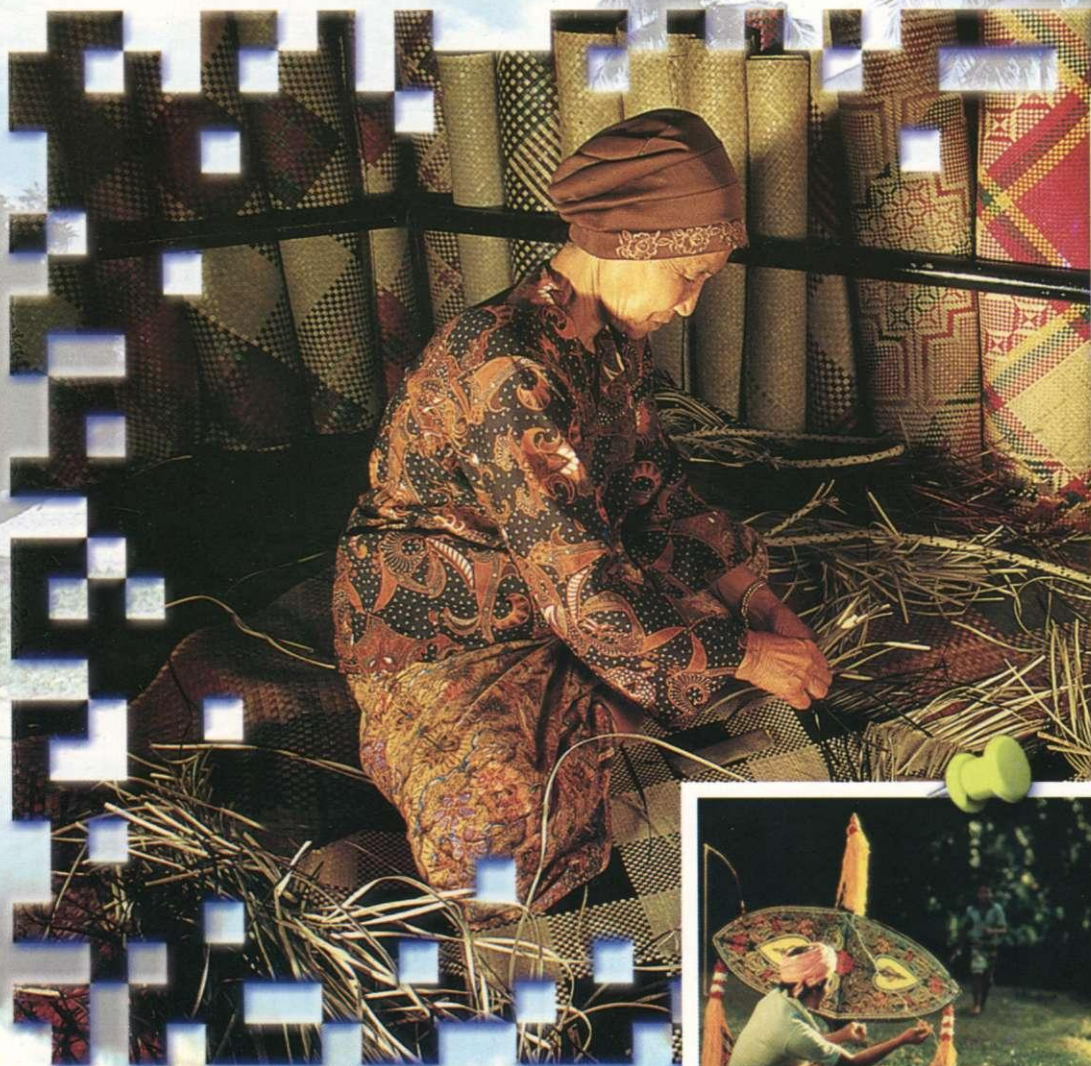
Lumut Tourist Information Centre
Jalan Sultan Idris Shah
32200 Lumut, Perak
Tel : 05-683-4057

Tanjung Puteri Tour Bus Complex
Tambak Johor
80000 Johor Bahru, Johor
Tel : 07-222-3592

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Dine at the most exotic places for seafood and the laksa, Johor's popular dish. Kukup, a town famous for its mouth-watering seafood, has restaurants on stilts by the sea.

Bask in the tranquility and the serenity of the countryside, on the casuarina-lined beaches of Desaru or in the crystal clear waters of the islands for jetskiing, scuba diving or even fishing. Or walk through a million years of flora and fauna at the Endau-Rompin National Park.

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